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DENTAL SELECT APPOINTS SUZETTE MUSGROVE AS CHIEF OPERATIONS AND STRATEGY OFFICER

SALT LAKE CITY, Utah — December 18, 2012— Dental Select is excited to welcome Suzette Musgrove as she advances into her new executive role as Chief Operations and Strategy Officer.

In addition to leading operations, Musgrove will now play a key role in the execution and implementation of strategic initiatives that drive decision making and long-term planning at Dental Select. Additionally, this position will be responsible for identifying and sustaining business development needs, company objectives and interpreting trends within the dental industry while actively seeking new partnerships and growth opportunities. Musgrove will also oversee deployment of company strategies internally and externally, monitoring progress and making necessary adjustments in conjunction with managing daily operations and maintaining organizational requirements of the company.

Suzette Musgrove carries 17 years of experience at Dental Select and has excelled in numerous leadership positions, including the last four years as Chief Sales and Operations Officer. Brent Williams, CEO and President of Dental Select announced Musgrove's transition to be "a significant part of our national growth strategy to expand into new markets."

"Suzette has been integral to our past growth development and these new focused responsibilities will position her to play an important leadership role in the future of the company" said Williams. "Suzette's natural progression to Chief Operations and Strategy Officer will ultimately propel our current nationwide initiatives. She brings an extensive background of Dental Select, including her most recent four years leading our Sales team. We are excited to utilize her expertise and leadership to position Dental Select for further expansion."

Suzette Musgrove has more than 29 years of professional experience in the dental industry. She is a National Association of Dental Plans (NADP) member, serving on the Professional Relations committee and works directly with the American Dental Association (ADA) to promote dental excellence. Musgrove is also a member of NEDEDIC and has been lecturer for the Utah Dental Association (UDA). Musgrove sits on multiple boards for non-profit dental associations who serve under-served children and indigent citizens.

About Dental Select

Dental Select, headquartered in Salt Lake City, Utah, is a privately held company with more than 23 years of experience providing benefits for groups, families and individuals. Co-founded in 1989 by Brent Williams, President and CEO, Dental Select has licenses to sell its insurance plans in 15 different states. Dental Select's plans are underwritten by ACE USA, which consistently rates "A+" from AM Best. Dental Select was named by Inc. as one of the 500 fastest growing privately held businesses in the United States and is ranked as Utah's No. 1 dental benefits provider.

More information is available at www.dentalselect.com

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