



News Release

FOR IMMEDIATE RELEASE

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Delta Dental of Arizona Launches Spanish Language Individual Dental Plan Website

Glendale, AZ (October 30, 2008) – Delta Dental of Arizona, the largest dental benefits provider in the state, has developed and launched their new Spanish language Individual Dental Plan website, the first of its kind in Arizona. Built to mirror their existing Individual Plan website and product offerings, Delta Dental of Arizona fills a marketplace void in the Hispanic community and allows quick and easy web-enrollment for those Spanish speaking individuals who don't have access to affordable employer-based group dental benefits.

With a single click, Spanish speaking individuals are re-directed from Delta Dental of Arizona's home page to the Spanish Individual Plan section of their website that explains in Spanish, the four dental insurance plan options available for themselves and their family, and allows them to complete the on-line enrollment application within a few minutes. "With more than 1 million Hispanics in Arizona, we felt it was important to invest time and resources into translating this portion of our website and offer this service to the Spanish speaking community," said Bernard Glossy, President and CEO of Delta Dental of Arizona. "We want all Arizonan's to have the same convenient on-line access to affordable dental insurance, regardless of the language they speak."

Part of Delta Dental of Arizona's plan to promote their new Spanish language portion of their website includes a radio campaign with KQMR Univision Radio, a popular Spanish radio station in the valley. Beginning the last week in October, this Spanish adult hits radio station will air both 30 and 60 second commercials promoting their web-based dental insurance products.

Delta Dental of Arizona's Individual Plan now offers four plan options to choose from, for both individuals and families, all with the same access to their extensive provider network of more than 2,900 dentists, servicing more than 5,200 locations statewide. Enrollees pay a low monthly premium and modest co-payments and receive the same type of group benefits that they would receive from an employer-based plan.



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This unique dental plan specifically designed for Arizona residents is geared towards individuals, seniors, families, Associations and small business owners facing limited choices in the market place for dental benefits and without access to employer-based coverage.

“As a leader in the dental insurance industry, Delta Dental of Arizona is always looking for new and innovative ways to promote oral health and wellness,” explained Mr. Glossy. “By offering our individual dental plan in Spanish, we are furthering our mission by increasing access to dental care for uninsured and underinsured individuals and families within our state.”

Through the end of this year, plans start as low as \$23 for an individual, and \$54 a month for an entire family, all with variable annual maximums, co-pays and waiting periods. Rates are subject to change and waiting periods may be waived for those individuals who have had previous Delta Dental coverage within the past 60 days, and who have had at least 12 months of continuous coverage under that plan. To learn more about Delta Dental of Arizona’s Spanish language Individual Plan website and for information on the four new Individual Plan options, please visit www.deltadentalaz.com.

About Delta Dental of Arizona

Delta Dental of Arizona is the leading dental benefits provider in Arizona with the largest network of 2,900 dentists, servicing more than 5,200 locations and representing more than 80 percent of all dentists throughout the state. Passionate about oral health and its importance to generations of families, Delta Dental of Arizona has worked for more than 35 years to improve oral health by emphasizing preventative care and making dental coverage accessible for a wide variety of employers, groups and individuals. Delta Dental of Arizona now offers DeltaVision, group vision benefits. Now quality dental and vision benefits are both available from a single, trusted source. For more information about Delta Dental of Arizona, please visit the website at www.deltadentalaz.com.

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