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**DENTAL SELECT CEO NAMED AS A FINALIST IN THE 2006
ENTREPRENEUR OF THE YEAR AWARDS**

SALT LAKE CITY, Utah – May 19, 2006 - Dental Select, Utah's largest and one of the country's fastest growing dental benefits providers announces that Brent Williams, President & CEO, was named as a finalist in the 2006 Utah Ernst & Young Entrepreneur Of The Year awards program.

Ernst & Young presents its annual Entrepreneur Of The Year awards to the most successful and innovative entrepreneurial business leaders. Winners will be announced June 16 at an awards banquet held at the Salt Palace Convention Center. "I am tremendously honored to be named as a finalist for this prestigious award," says Williams. "It is an exciting time for Dental Select, and we look forward to continuing our consistent growth and success."

Dental Select, headquartered in Salt Lake City, Utah, is one of the country's fastest growing dental benefits providers with over 17 years of experience providing dental plans for groups, families and individuals. They have recently added Insured Vision and AD&D plans to their portfolio. Dental Select has more than 250,000 members in Utah and Texas and is providing dental benefits to over 4,000 companies.

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