

Contact: Sondra Swensen
(801) 495-3000
sondras@dentalselect.com

FOR IMMEDIATE RELEASE

**DENTAL SELECT CEO ELECTED TO CONTINUE HIS TENURE ON THE
THE NADP BOARD OF DIRECTORS**

Salt Lake City, Utah – October 29, 2007 – Dental Select, a leading dental benefits company, announces that Brent Williams, President and CEO, has been elected to continue as a member of the National Association of Dental Plans (NADP) Board of Directors through 2010.

Upon being elected, Brent Williams remarked, “I look forward to continuing my service as a member of the NADP Board of Directors and appreciate my ongoing association with this exceptional organization. Our ongoing commitment is to improve the nation’s access to affordable, quality dental care.”

Dental Select, headquartered in Salt Lake City, UT, has over 18 years of experience providing dental plans for employers, families and individuals. Founded in 1989, Dental Select is now the largest dental benefits provider in Utah. With over 270,000 members in Utah, Texas and Nevada, they provide dental benefits to over 5,000 companies. Insured vision and AD&D plans were recently added to their large dental plan portfolio of products. With plans to expand to additional states in the near future, Dental Select is positioned for rapid growth as a leader in the dental benefits industry.

The NADP is the largest non-profit, national trade association focused exclusively on the entire dental benefits industry. Their mission is to promote and advance the dental benefits industry to improve consumer access to affordable, quality dental care.

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