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FOR IMMEDIATE RELEASE

DENTAL SELECT NAMES NEW CHIEF SALES & MARKETING OFFICER

SALT LAKE CITY, Utah — February 13, 2014— Dental Select, a leading dental benefits provider for more than 25 years, has appointed Chip Huffman as Chief Sales and Marketing Officer.

Huffman was promoted to the position after serving as Vice President of National Sales and Marketing over the past year. Huffman has played a key role in Dental Select's successful national expansion effort to provide group and individual dental products to its licensed 20 states.

Having worked for other major national benefit carriers for more than 24 years, Huffman brings a key strategic and sales perspective to Dental Select.

"Over the short time that Chip has been with our company, we have seen increased premium and membership to the highest levels recorded on both a local and national level," said Brent Williams, President and CEO.

Huffman's expanded role is expected to strengthen the product marketing efforts and future national growth of the company.

"The opportunity to build upon an already successful organization is exciting," said Huffman. "I am eager to begin developing progressive product design for our expanding national markets. I expect to build additional strong industry relationships and partnerships to further the successful growth of Dental Select across the country."

About Dental Select

Dental Select, headquartered in Salt Lake City, Utah, is a privately held company with 25 years of experience providing benefits for groups, families and individuals. Founded in 1989, Dental Select has licenses to sell its insurance plans in 20 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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