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FOR IMMEDIATE RELEASE

**DENTAL SELECT NAMES NEW NATIONAL VICE PRESIDENT OF SALES AND MARKETING**

**SALT LAKE CITY, Utah — January 7, 2013**— Dental Select has recently named Chip Huffman as the company's first National Vice President of Sales and Marketing. This new position follows news of senior executive leadership expansion and organizational growth as Dental Select heightens business development in new markets throughout the United States.

In his role, Huffman will be responsible for the planning, organization and management of sales and marketing functions to deliver profits, visibility, and company advancement nation-wide. Reporting directly to the CEO Brent Williams, Huffman will create and execute consistent communication strategies, conduct market analysis research and promote development into new areas while enhancing brand awareness. Additionally, this position will carry out key value propositions and strategic business partnerships while supporting current client relations to ensure Dental Select is highly positioned and visible throughout the industry.

"Chip brings a wealth of national sales and marketing experience with proven strong growth results," said Brent Williams, CEO. "He also has deep product knowledge and will be instrumental to the growth of our organization and the value that our services provide to our customers. We expect Chip will have an enormous impact on the company's future."

Mr. Huffman brings more than 23 years of insurance industry experience to Dental Select with previous sales and leadership positions held at such firms including Dental Network of America, WellPoint, ING, and Jefferson Pilot. He also remains informed and committed to the dental industry as an active member of the National Association of Dental Plans (NADP). As a graduate of the University of Tennessee, Mr. Huffman received his bachelor's degree in Business Administration.

**About Dental Select**

Dental Select, headquartered in Salt Lake City, Utah, is a privately held company with more than 24 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](http://www.dentalselect.com)

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