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FOR IMMEDIATE RELEASE

DENTAL SELECT LAUNCHES NEW MOBILE APP

SALT LAKE CITY, Utah — March 6, 2014— Dental Select, a nationally recognized dental insurance company, has announced the release of a new mobile ID card app for Smartphones.

Staying current with technology, the app creates simple and quick access to dental and vision ID cards. Users can save or email a virtual ID card, making it simple to transfer records to the patient's provider and eliminating the need to carry a paper ID card.

Dental Select's mobile app is now available for Android and iOS devices. Downloads are free for all subscribers and covered family members.

About Dental Select

Dental Select, headquartered in Salt Lake City, Utah, is a privately held company with 25 of experience providing benefits for groups, families and individuals. Founded in 1989, Dental Select has licenses to sell its insurance plans in 19 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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