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FOR IMMEDIATE RELEASE

THOMAS NEHREN JOINS DENTAL SELECT AS DIRECTOR OF MARKETING

SALT LAKE CITY, Utah — January 28, 2015— Dental Select is pleased to announce the appointment of Thomas Nehren as Director of Marketing. In this new position, Nehren will be responsible for the strategic direction of brand development and positioning, as well as translating corporate objectives into marketing strategies that drive revenue.

As Director of Marketing, Nehren will provide executive leadership and management of all marketing efforts for Dental Select. Nehren will work directly with Chief Sales and Marketing Officer, Chip Huffman, to determine and execute marketing programs to position the company for continued growth.

“I am excited about the addition of Thomas Nehren to Dental Select,” said Huffman. “Thomas takes on an essential role for marketing as well as the company’s senior management team. His extensive experience in marketing and advertising brand development will be fundamental to our progression as we continue to expand into new markets. “

Nehren brings more than a decade of marketing and advertising experience to Dental Select. Having launched his career as an advertising strategist, Nehren worked at a global advertising agency in New York City working with several leading consumer brands. Nehren returned to Utah, where he worked for a local advertising agency before joining a national retailer to oversee their advertising efforts. He spent the past three years successfully leading all branding and marketing activities for an e-commerce startup until that business was sold to an international retailer.

About Dental Select

Dental Select is a privately-owned dental benefits company underwritten by ACE USA Insurance Companies. With plans rated A++ by A.M. Best, we offer fully-insured, self-funded, group and individual dental benefits in more than 25 states. Dental Select is an industry leader with our large local and nationwide networks, which grant access to more than 200,000 providers.

More information is available at www.dentalselect.com

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