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New Business Relationship with EyeMed

Irvine, CA, January 9, 2009 – The BEST Life and Health Insurance Company (“BEST Life”) announced today a relationship with EyeMed Vision Care to provide a new Vision Discount Program to BEST Life vision and medical plan participants.

“With EyeMed’s Vision Discount Plan, we can provide BEST Life members discounts on exams and eyewear in many locations around the country,” stated Steve Course, VP of Marketing for BEST Life. “It also gives us the opportunity to bring more value to our BEST Life plans.”

Starting with 2009 effective dates, the EyeMed vision discount plan will be offered to medical groups with multiple lines of BEST Life coverage and will automatically be available to Stand Alone Vision and High Deductible Health Plan participants.

The plan includes discounts for exams, lens options and add-ons (such as UV coatings), contact lens and even laser vision correction.

The discounts are available through EyeMed’s network of more than 20,000 vision care provider locations nationally. EyeMed’s network includes thousands of independent providers as well as the nation’s top optical retail brands: LensCrafters®, Target Optical®, Sears Opticalsm, JC Penny® Optical and Pearle Vision. More information about EyeMed can be obtained from their website: www.eyemedvisioncare.com.

For more information and to confirm group eligibility, please contact your BEST Health Plans Sales Representative or your General Agent.

About BEST Life and Health Insurance Company

Founded in 1962, BEST Life has been providing affordable group medical, dental, vision and life insurance products to employers. Our products are underwritten by BEST Life and Health Insurance Company, and are distributed by BEST Health Plans. Together, we market and administer insurance products for large and small groups in 37 states nationally. Product availability may vary by state.

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