

## BEST Life Starts a Blog

**Irvine, CA, February 25, 2009** – The BEST Life and Health Insurance Company (“BEST Life”) announced today that it has joined the blogging community with the inception of its company blog.

“In the 21<sup>st</sup> Century, Blogs are becoming essential to doing business and connecting with customers,” stated Steve Course, Vice President of Marketing at BEST Life. “We have decided to provide that connection for our customers.” The Company has plans to post answers to questions regarding company practices or administrative questions that BEST Life employers or members may have. “We also have plans to post articles that our customers may find useful.” The subject of those articles may vary and will address health issues and insurance information.

BEST Life’s Blog can be linked directly from the BEST Life home page at <http://www.bestlife.com>.

### **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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