



BEST Life and Health Insurance Company

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BEST Life Launches New Vision Plans

Irvine, CA, July 27, 2009 – [The BEST Life and Health Insurance Company](#) ("BEST Life") has announced today the launch of two vision products: Access Vision and Vision PPO, which will be available starting with September 1st group effective dates.

"Convenience is a crucial feature when it comes to developing vision plans," stated Steve Course, Vice President of Marketing for BEST Life. "In our research, we have found that consumers spend more than half of their eyewear dollars at optical chains."

To capitalize on that convenience, BEST Life has designed two fully comprehensive vision plans: Vision PPO, which utilizes one of the largest national Vision Provider networks in the industry, and Access Vision, an indemnity plan that offers the freedom to use any licensed eye care professional regardless of network.

Access Vision is BEST Life's Indemnity plan, which is not tied to a network, can be used anywhere in the country. It also offers plan members the option to participate in an EyeMed Discount plan, which provides discounts on eye exams and eyewear when rendered by an EyeMed provider.

BEST Life's Vision PPO is a private-labeled plan that is administered by EyeMed. Members on the Vision PPO plan will have access to EyeMed's extensive network. With 44,000 providers, 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.

Both vision plans cover eyewear and eye exams as eligible expenses. Combined with access to retail and private practices, and additional discounts for eyewear and corrective surgery, BEST Life provides two well-rounded vision products with powerful cost-savings features.

Offering fully comprehensive vision plans can be an inexpensive way to save money on health care costs. In a study conducted by The Human Capital Management Services Group, early detection of diabetes, hypertension and high cholesterol through eye exams saved five large US employers \$1 million annually on health care costs and productivity.

BEST Life's new vision plans include eye exams as eligible expenses.

For information about EyeMed, please visit www.eyemedvisioncare.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. For more on BEST Life, visit www.bestlife.com.

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