



FOR IMMEDIATE RELEASE

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**CHOICE Administrators® Dental Health Plan Provider Receives State's
First License for Discount Dental Plan**

ORANGE, CA – October 10, 2006 — *CHOICE* Administrators® today announced that First Dental Health, the provider organization for its discount dental plans offered at no additional cost to employers who are not currently offering dental coverage, has been awarded the state's first license for a discount dental plan under a new regulatory program established by the California Department of Managed Health Care (DMHC). *CHOICE* Administrators®, the nation's leader in developing and administering Employee Choice health benefit programs, offers discount plans from First Dental Health through its *CaliforniaChoice* and *CaliforniaChoice 51+* programs.

The DMHC, an independent licensing agency that ensures that HMO organizations meet stringent standards, recently established regulatory authority over the discount health care industry to protect consumers, and has created the nation's most stringent and consumer-friendly licensing requirements.

"*CHOICE* Administrators® is proud to offer the only licensed dental discount plans in California through *CaliforniaChoice* and *CaliforniaChoice 51+* and to continue to offer them at no cost to our members," said Ron Goldstein, president of *CHOICE* Administrators®. "The new licensing requirements provide unprecedented consumer protection, and allow small and mid-size business owners to offer a quality plan for employees who would not otherwise have coverage for dental care. This is an important part of the total healthcare and wellness program that *CHOICE* Administrators® offers."

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CHOICE Administrators® Dental Health Plan Provider Receives State's First License for Discount Dental Plan – Page 2

First Dental Health is one of California's largest dental preferred provider organization networks. It will introduce its new licensed discount dental plan, called New Dental Choice, in November. The plan will offer members significant savings on service from a network of approximately 8,000 credentialed dentists in 14,000 dental locations throughout California.

California*Choice* is a unique program that allows employers with 2 to 50 employees to set a monthly budget for employee health benefits and offer each of their employees the ability to choose from five health plans, 10 benefit plan designs, HSAs, Dental, Vision, Wellness including Chiropractic, and Group Term Life – all in one package with one consolidated monthly bill.

California*Choice 51+* makes the unique advantage of the California*Choice* model available to businesses with 51 to 199 employees through three health plans, eight benefit designs, HSA, Dental, Vision, Wellness including Chiropractic, and Group Term Life.

The California Department of Managed Health Care educates consumers on health care rights and responsibilities, and works closely with HMO plans and consumers to resolve problems and ensure a solvent and stable managed health care system.

About *CHOICE Administrators®*

CHOICE Administrators®, based in Orange, California, is the nation's leader in developing and administering Employee Choice health benefit programs including **California*Choice***, **California*Choice 51+*** and **Kaiser Permanente Choice Solution**, its successful consumer-driven health care programs for small and mid-size groups, and **Contractor's Choice®**, for employers on public works projects.

California*Choice* and California*Choice 51+* are consumer-driven health care programs that offer employees of small and mid-size groups a broad selection of health plans, benefit designs and ancillary products, all with one simplified monthly statement, single-source administration and defined contribution for the employer. California*Choice* currently delivers health coverage to more than 160,000 members through more than 10,000 employer groups with 2-50 employees. California*Choice 51+* offers a similar program for groups with 51 to 199 employees. The recently introduced Kaiser Permanente Choice Solution is a unique program for employers with 2 to 50 employees that offers seven of the most flexible Kaiser Permanente benefit plans along with Dental, Life and Section 125 – all in one program with one consolidated monthly bill.

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CHOICE Administrators® Dental Health Plan Provider Receives State's First License for Discount Dental Plan – Page 3

Contractor's Choice® helps employers cut their taxes and reduce payroll burden by using money for employee fringe benefits instead of cash wages. The program provides annualized hour bank accounting so employers can maintain benefits during slowdowns in the industry and allows qualified, hourly employees on public works projects to accumulate hours (dollars) for healthcare benefits on a pre-tax basis.

CHOICE Administrators® is one of The Word & Brown Companies. For more information, visit www.choiceadmin.com.

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