



## NEWS RELEASE

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### **Brokers Name Delta Dental the Best in Coverage, Plan Design and Networks**

OAK BROOK, IL (November 13, 2007) -- Delta Dental, the nation's largest and most experienced dental benefits carrier, received the Readers' Choice Award from Benefits Selling magazine as the dental benefits carrier offering the best coverage, plan design and network availability. The awards were announced in the November 2007 issue of the magazine.

Benefits Selling magazine surveys its readers annually, asking them to vote on company and product preferences in eight categories that are determined to be important benefits brokers and consultants. This year, dental carriers were included among the categories chosen for the survey.

"We're thrilled that the broker community recognized us as the leaders in dental benefits," said Kim Volk, president and CEO of Delta Dental Plans Association. "We also appreciate the fact that Benefits Selling included dental benefits carriers in this year's survey. It shows that dental coverage continues to be a benefit that is in demand."

The results of the Benefits Selling Readers' Choice Awards mirror another survey conducted in 2006 by independent research firm The Long Group and sponsored by Delta Dental Plans Association. That survey found that brokers recognized Delta Dental as the category leader, and that the carrier outperformed competing dental benefits carriers in areas that were identified as being most important to brokers, including customer service, value and easy administration.

A complete list of this year's Benefits Selling Readers' Choice Award winners can be found at: <http://www.producersweb.com/r/bsMag/d/contentFocus/?adcID=dc641234f2bc6d153f352d64203b37a5>

Delta Dental Plans Association ([www.deltadental.com](http://www.deltadental.com)) based in Oak Brook, IL, is a national network of independent not-for-profit dental service corporations specializing in providing dental benefits programs to 50 million Americans in more than 88,000 employee groups throughout the country.

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