



FOR IMMEDIATE RELEASE

AlwaysCare Benefits Launches Enhanced Vision Plans

National benefits provider offers full-service plans with no co-pay for contact lenses and separate benefits for fitting services, materials

BATON ROUGE, La., July 19, 2010 – AlwaysCare Benefits, Inc., one of the fastest growing insurance providers in the country, is now offering enhanced vision plan options. The new plans feature no co-pay and generous allowances for contact lenses, separate benefits for contact lens fitting services/evaluations, and low in-network co-pays for comprehensive eye exams.

“Based on feedback from AlwaysCare Members and Providers, we developed new plans which offer tremendous value to anyone seeking coverage for their routine eye care and vision correction needs,” said Erich Sternberg, President, AlwaysCare. “The main value-added feature of these enhanced plan options is separating the benefit for standard and specialty contact lens fitting services/evaluations from the contact lens materials benefit, by including distinct co-pays and allowances for fitting services.”

As an alternative to contact lenses, the enhanced plans cover eyeglasses with a low co-pay, including single-vision, bifocal and trifocal lenses, and offer generous allowances for progressive lenses and frames.

All AlwaysCare vision plans include access to comprehensive eye exams, set pricing for lenses and special discounts on optical materials for extra purchases of lenses and coatings, frames, contact lenses and other products. These discounts may be used in conjunction with insurance transactions for non-covered services as well as with additional purchases.

More than 120 million Americans are affected by vision problems, according to the Vision Council of America. Annual vision screenings, such as those covered under AlwaysCare’s vision plans, can result in early detection and treatment of eye diseases, eye injury and vision loss resulting in disability.

With flexible, affordable vision benefits that fit various budgets and group needs, AlwaysCare is committed to helping employers and their employees improve and maintain their vision health and overall quality of life.

All of AlwaysCare’s Vision Plans can be offered on a Voluntary, Contributory or an Employer-paid basis, with employee participation driving rates rather than employer contribution levels. Customized vision plans are also available.

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AlwaysCare offers Members access to a national vision network of more than 18,000 provider access points that is continually growing through an active provider recruitment and retention program. The network includes national and regional chains, as well as independent eye care professionals across the country. To locate a participating provider in your area 24/7, visit www.AlwaysCareBenefits.com.

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About AlwaysCare Benefits, Inc.:

AlwaysCare Benefits, Inc. is the sister company of Starmount Life Insurance, both privately owned businesses. Known for reliable service and customer satisfaction, AlwaysCare is a leading provider of individual and group ancillary benefits including dental, vision, life, disability and now group critical illness and group accident insurance. For more information, please visit www.AlwaysCareBenefits.com or call 1-888-729-5433, opt. 5.

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