



Starmount Life Insurance Company Opens New Headquarters

Friday, 05/14/10

Company Admitted to 48th State

BATON ROUGE, Louisiana—May 5, 2010—Starmount Life Insurance Company has opened a new, 24,500-square-foot national headquarters in Baton Rouge, marking the end of 12 months of construction and the beginning of a new period of anticipated, continued growth.

To mark the occasion, Starmount and its sister company, AlwaysCare Benefits, are also pleased to announce that they have been admitted to the State of Wyoming, bringing the total number of states in which Starmount is admitted to 48, plus the District of Columbia.

“Starmount and AlwaysCare have worked hard to deliver solid insurance products and outstanding service to hundreds of thousands of insureds across the country over the last 26 years, and we are pleased today to be able to demonstrate the benefit of our services to the people of Wyoming, as well,” said Starmount Chairman and CEO Hans Sternberg. “It is particularly gratifying for all of our Associates to be able to serve our Policyholders, Members, Agents and Providers from a modern, efficient headquarters building primed for continued expansion as the business itself grows.”

“Starmount is the kind of company we are so proud of in Baton Rouge,” said Baton Rouge Mayor-President Melvin “Kip” Holden at the company’s ceremonial ribbon cutting. “This company was born in our capital city, has prospered here and, with the construction and opening of this brand new headquarters, has made a commitment to continue its national operations right here in the heart of our city.”

“We are a unique, single-source solution in the numerous markets we serve,” said Erich Sternberg, president of Starmount. “Offering life, dental, vision and other product lines with one call center and complete enrollment and claims operations under one roof provides tremendous efficiency to our clients. Our Goodwood campus is designed to take this approach to a new level.”

The new Starmount Building, located at 8485 Goodwood Blvd., is laid out in a highly efficient grid that makes it easy for Associates to reach each other—and help resolve client issues—in seconds. The new building gives Starmount space to add Associates needed to help meet growing national demand for the company’s products, and to take advantage of additional opportunities to help the business grow.

The new building features cutting edge telephonic and networking infrastructure, including software-controlled lights and heating and cooling systems, fast-response emergency power systems, a voice-over-internet phone system, and a new call center management system that helps route Policyholder, Member and Provider calls even more quickly and effectively to the appropriate Associate for fast response.

About Starmount Life Insurance Company and AlwaysCare Benefits, Inc.:

Now in its 27th year, Starmount Life Insurance Company and its sister company, AlwaysCare Benefits, are privately owned companies that offer life, dental, vision, disability and other forms of employee benefits to employers, health plans and individuals in 48 states and the District of Columbia. Starmount was declared one of “The Fastest Growing Private Companies in America” by Inc. magazine in both 2009 and in 2007, and received the 2008 Torch Award for Ethics in Business from the Better Business Bureau

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of South Central Louisiana. Learn more at www.StarmountLife.com and www.AlwaysCareBenefits.com, or call 1-888-729-5433.



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