

# NEWS RELEASE



Contact: Ellen Laden  
Golden Rule Insurance Company  
(317) 715-7843  
[eladen@goldenrule.com](mailto:eladen@goldenrule.com)

*For Immediate Release*

## **Golden Rule Introduces New Affordable Dental Plans In Alabama and Ohio for Families, Individuals of All Ages**

**INDIANAPOLIS (July 1, 2008)** – UnitedHealthcare’s Golden Rule Insurance Company begins offering affordable dental plans in Alabama and Ohio this week that are available to consumers of all ages, including Medicare recipients. The comprehensive plans may also be purchased for children only.

Consumers applying for Golden Rule’s dental plans will automatically be accepted if they meet residency requirements and have no other dental insurance. Applicants are not required to have any other insurance plans through Golden Rule or its affiliates.

The new products include a Dental Premier plan and a Dental Value plan. The Premier plan offers more flexibility for those using out-of-network dentists; the Value plan has lower premiums while still offering access to an extensive network that currently has more than 73,000 dental providers nationwide.

Golden Rule’s dental plans feature:

- Preventive care covered at 100% with no deductible and no waiting period
- Basic services that include routine extractions, simple fillings and more
- Significant savings available through UnitedHealthcare’s extensive network of 73,000 dentists
- Easy application process and quick approval
- Simple fee structure
- No need to purchase a health insurance plan to be eligible

“Good dental health and good overall health go hand-in-hand, yet dental care can be very difficult to budget for any family, especially in today’s economy,” Golden Rule CEO Rich Collins said. “At the same time, we find that many businesses can no longer afford to offer dental benefits to their employees. Our goal is to offer a choice of plans in Alabama and Ohio that help make dental care more affordable for people of all ages, whether they’re six or 66.”

For more information about Golden Rule dental plans or Golden Rule health insurance plans, consumers can call 1-800-974-4472, visit [www.goldenrule.com](http://www.goldenrule.com) or contact a local independent insurance broker in Alabama or Ohio who offers Golden Rule plans.

In addition to its new dental plans, Golden Rule has offered a wide range of quality health insurance plans for individuals and families for more than 60 years. The company helped pioneer the health savings accounts (HSAs) more than a decade ago and today more than 37 percent of its customers are covered by HSA plans which typically cost 45-55 percent less than their more traditional health insurance plans.

Golden Rule became a UnitedHealthcare company in 2003. UnitedHealthcare’s individual line of business offers health insurance coverage to individuals and families in 40 states and the District of Columbia.

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