



Delta Dental of Minnesota

FOR IMMEDIATE RELEASE

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Delta Dental Launches Escalating MaximumSM Feature

Option can be added to existing plans -- provides additional coverage dollars for employees requiring more extensive, costly dental care

June 19, 2007 (EAGAN, Minn.) – Delta Dental of Minnesota (Delta Dental) announced today it is launching an Escalating Maximum feature, an innovative new dental plan option that automatically increases a member’s annual maximum each year, providing additional coverage dollars to individuals requiring more extensive and costly dental services. The new feature is being offered as an option at renewal to all custom risk and self-funded Delta Dental group customers in addition to being featured in a new Preferred Provider Organization (PPO) plan targeting groups of 5-99 lives. It will be offered across other pooled-product lines later this year.

“We anticipate strong demand for the new Escalating Maximum feature,” said Chris Earl, chief sales officer, Delta Dental of Minnesota. “It’s easy to use and understand. With this option, large employers can automatically increase their employee’s annual maximum by a specific dollar amount each year. Members do not have to “pre-qualify” to take advantage of the extra dollars — unlike some of the competitor products currently in the marketplace. We think it will offer tremendous value to members who require more extensive dental work.”

In addition, Delta Dental launched a new PPO plan for small groups (5-99 lives) featuring a \$100 Lifetime Deductible and an Escalating Maximum that starts at \$1,000 and increases by \$200 each year until it reaches \$2,000.

(more)

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The plan gives members access to Minnesota's two largest dentists networks—Delta Dental PPO and Delta Dental Premier—comprising almost 80 percent of all licensed and practicing Minnesota dentists. Members have the freedom to visit any dentist, however, they may experience lower out-of-pocket costs when visiting a Delta Dental dentist.

The Lifetime Deductible feature also can be added as an option to any existing large group dental plan.

Custom/Self-funded groups: For more information on adding the new Escalating Maximum or a Lifetime Deductible feature to your existing plan, or to find out more information on our dental benefit plans, please call your broker or call us directly at 1-800-328-1188.

Groups with 5-99 lives: For a copy of the new Delta Dental PPO plan with a Lifetime Deductible and Escalating Maximum brochure, visit us at www.deltadentalmn.org. Brokers also can get an instant group rate quote through Delta Dental's online Broker Rate Calculator, or by calling Delta Dental ConnectSM at 1-800-906-5250.

About Delta Dental of Minnesota

An innovator in oral health benefit plans, Delta Dental of Minnesota is an independently operated, nonprofit dental services company that administers self-insured and prepaid dental service plans. Delta Dental serves more than 8,300 employer groups with more than 3.2 million members in Minnesota and across the nation. Delta Dental of Minnesota is headquartered in Eagan, and has a customer service center on Minnesota's Iron Range. For more information about Delta Dental of Minnesota, visit www.deltadentalmn.org.

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