



Delta Dental of Minnesota

FOR IMMEDIATE RELEASE

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**DELTA DENTAL OFFERS MINNESOTA SENIORS 50 +
AFFORDABLE DENTAL COVERAGE**
Program Created in Response to Pressing Community Need

October 17, 2006 (EAGAN, Minn.) – Delta Dental of Minnesota, Minnesota’s leading non-profit dental benefits provider, announced today it will be opening enrollment to its Singular Dental program for Minnesota seniors 50 and over. Seniors face unique dental issues and many no longer have access to group dental coverage.

“We offered this product in response to what clearly was a pressing community need in Minnesota,” said Gary Ballman, senior vice president of marketing and product development at Delta Dental of Minnesota. “There are a significant number of individuals age 50 or over who either no longer have group plan coverage or have limited access to affordable dental care. This can be a major issue, given the research that shows seniors are more susceptible to complex dental issues.”

According to Oral Health in America: a Report of the Surgeon General (2000), people 55 to 74 years of age have higher rates of periodontal disease and also have an increasing amount of tooth decay compared to younger adults. As seniors leave the workforce, dental benefits are often left behind as well. The resulting lack of access to affordable dental care can lead to a reduction in dental visits, advanced dental conditions and more expensive dental procedures, with seniors footing a substantial bill.

SingularDental plans are available for as little as \$21.89 per month and cover diagnostic, preventive, basic and major dental care. The plans also allow for dependent coverage. Enrolling for the plans has been made easy, with no pre-screening. The company has a limited open enrollment window, which begins immediately and closes on December 31, 2006. Coverage for new enrollees is effective January 1, 2007. To receive an enrollment kit for SingularDental, please call 651-406-5959 or toll-free at 800-704-6993 during normal business hours. The enrollment kit also is available online at www.deltadentalmn.org.

(more)

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 8,200 employer groups with more than 3.1 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 on this program or Delta Dental of Minnesota, visit www.deltadentalmn.org.

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