



SOLERA INSURANCE EXPANDS ITS TRIPLE CHOICE DUAL OPTION DENTAL INSURANCE PLAN TO INCLUDE ORTHODONTIA

DENVER, CO, October 22, 2008 – Solera Insurance & Financial Services, Inc., an insurance marketing company based in Denver, Colorado, today announced that it has enhanced its Triple Choice Dual Option Dental Insurance Plan to include coverage for orthodontia services.

“Solera Triple Choice Dual Option Dental Insurance Plan has been designed to accommodate the individual needs of employees by providing choices for various dental coverage options,” stated Peter Kopp, CEO of Solera Insurance. “The latest of our coverage options includes orthodontia. Our customers have requested this and we have responded with this latest enhancement.”

Solera’s Triple Choice Dual Option Dental Plan offers three distinct plan designs and a number of additional features including:

- Preventive dental services including two cleanings, exams and x-rays each year
- Consumer choice to use network dentists or their favorite non-network dentist
- The second largest dental network in the US with over 82,000 providers
- Flexibility to choose benefit coverage to meet individual needs
- Option to include orthodontia coverage
- High commissions paid to brokers, agents and general agents in the industry

Solera provides agents across the US with competitive products, effective technology solutions and marketing assistance to enhance their business. Agents can very easily appoint to sell Solera’s products by visiting the company’s website at <http://www.solerainsurance.com/AgentAppointment.htm>.

About Solera Insurance & Financial Services

Solera Insurance & Financial Services, Inc., based in Denver, Colorado, is a marketing firm specializing in the marketing of insurance products and services. Through its national network of independent insurance agents, Solera markets a variety of competitive insurance products and provides valuable services and technology for its agents, brokers and general agents. For more information about Solera or to locate agents in your area, please visit the company’s website at <http://www.solerainsurance.com/>.

CONTACT INFORMATION:

Peter Kopp

Phone: 720-279-7400

Email: peter.kopp@SoleraInsurance.com

<http://www.SoleraInsurance.com>