

SOLERA INSURANCE REDUCES RATES FOR ITS TRIPLE CHOICE DUAL OPTION DENTAL INSURANCE PLAN

DENVER, CO, September 24, 2008 – Solera Insurance & Financial Services, Inc., an insurance marketing company based in Denver, Colorado, today announced that it has reduced rates for its Triple Choice Dual Option Dental Insurance Plan in all markets.

Solera's Triple Choice Dual Option Dental Insurance Plan is currently available across Colorado and Nebraska and will soon be available in California. With pricing as low as \$13.32 per month, the plan offers low pricing and a flexible plan design, to better match employee needs with an attractive dental insurance plan.

“Solera's service team is working hard to offer innovative insurance products for its brokers and agents to sell. Our Triple Choice Dual Option Dental Insurance Plan is a prime example of our innovative product development,” stated Peter Kopp, CEO of Solera Insurance. “The plan offers dental insurance coverage at a price that is comparable to discount plans that offer no insurance coverage. This makes our plan very competitively priced, while providing insurance benefits that cover all preventive care and varying degrees of basic and major coverage to match consumers' individual needs.”

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
- High commissions paid to brokers, agents and general agents in the industry

At the foundation of Solera's business plan are qualified brokers and agents that provide expertise to guide consumers to the correct plans. “Insurance can be very complex and there are many options that often create confusion for consumers. A qualified broker or agent is an integral part of the purchasing process to ensure consumers understand what they are buying and can ask questions to get the information that they need to make an informed purchase,” added Kopp.

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/>.

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