



SOLERA INSURANCE & FINANCIAL SERVICES LAUNCHES NATIONAL DISCOUNT DENTAL PROGRAM

DENVER, CO, April 24, 2007 – Solera Insurance & Financial Services, Inc., an insurance marketing company, today announced the launch of its national discount dental program. Solera’s discount dental plan allows consumers to attain immediate discounts on a host of dental services from over 54,000 service provider locations across the US.

Solera’s discount dental plan offers consumers the following benefits:

- Huge network of providers (over 54,000 provider locations across the US)
- No underwriting – no exclusions for pre-existing dental health conditions
- Immediate availability with no waiting for services
- Guaranteed acceptance
- Cosmetic dentistry and orthodontics is included
- No age limits
- Unlimited benefits - No limits on visits!

“We’re very pleased to launch our national discount dental plan,” stated Peter Kopp, Solera’s President. “This product offers consumers great benefits with a national network of providers to choose for services.” Consumers can visit Solera’s website at <http://www.soleraifs.com/dentalplans.htm> to learn more about Solera’s Dental Plan.

Solera has teamed with Beta Health Association, Inc., a recognized leader in dental plans to bring this competitive product to market. Solera offers a strong compensation program to independent agents that wish to offer Solera’s Discount Dental Plan. “Our discount dental plan is an ideal way for agents that sell health insurance to increase their earnings,” added Kopp. “We believe that agents are a key to success with insurance products. While some companies are trying to cut agents out of the picture to increase earnings, Solera is enabling agents to become more successful with competitive products and efficient technology solutions. This product is just one such way that we provide value to agents.” Solera offers free quoting technology to its agents. Agents can very easily register to sell Solera’s products by visiting <http://www.soleraifs.com/agentservices.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 such as health, life, dental, vision as well as a host of supplemental insurance products. For more information about Solera, please visit the company’s website at <http://www.soleraifs.com/>.

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