

SOLERA INSURANCE LAUNCHES HEALTHSTAR DISCOUNT MEDICAL PRODUCTS NATIONWIDE

DENVER, CO, February 2, 2009 – Solera Insurance & Financial Services, Inc., an insurance marketing company based in Denver, Colorado, today announced that it has launched a series of new discount medical products on a nationwide basis under the HealthStar brand.



Solera's HealthStar brand has been developed to market the new line of discount medical products that include various configurations of discount dental plans, a discount vision plan, and a discount pharmacy plan. All HealthStar products are available for individuals, families and groups, which include employer groups as well as association groups. Plans start as low as \$4.95/mo. and are available in most US states.

“Solera's new HealthStar products are very exciting as they open up a series of new marketing opportunities for our national network of brokers,” stated Peter Kopp, CEO of Solera Insurance. “Our HealthStar plans are very affordable and offer choices for consumers to choose the best products and features for their individual needs.”

Solera's HealthStar products offer strong features including:

- Vast National Networks of Providers
 - Two national dental networks from Aetna and DenteMax that offer over 76,000 and 82,000 dental providers respectively
 - A national vision network with over 12,000 locations coast to coast
 - A very impressive pharmacy network of virtually all pharmacy chains including Wal-mart, Walgreens, Rite-Aid and most other pharmacies
- Choice of specific plans or comprehensive bundles:
 - Dental/Vision/Rx plans
 - Dental/Rx plans
 - Vision/Rx plans
- Simple online enrollment through Solera's secure servers with encryption
- Private labeling opportunities available from Solera for associations, membership organizations and marketing partners
- Strong compensation for Solera's brokers and marketing partners

At the foundation of Solera's business plan are qualified brokers and agents that provide expertise to guide consumers to the correct plans. “Solera is continuing to create value for its brokers through competitive products, valuable services and effective technology solutions that create competitive advantage for our brokers.” added Kopp. “Solera's HealthStar product line is another step in our journey to deepen our relationship with our national network of brokers and partners.”



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

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 brokers, 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 brokers in your area, please visit the company's website at <http://www.solerainsurance.com/>.

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