



SOLERA INSURANCE & FINANCIAL SERVICES SIGNS NATIONAL MARKETING AGREEMENT WITH BETA HEALTH

DENVER, CO, March 1, 2007 – Solera Insurance & Financial Services, Inc., an insurance marketing company, today announced that it has recently signed a national marketing contract with Beta Health Association, Inc. to market the *BetaPOS* Discount Dental Plan in a national marketplace.

Under the terms of the national marketing agreement, Solera will build sales channels for the *BetaPOS* Discount Dental Plan and provide agent support services, while Beta Health will provide consumer support and carrier functions.

“We have established a strong partnership with Beta Health that provides significant benefit to both Solera and Beta,” stated Peter Kopp, President of Solera Insurance & Financial Services, Inc. “Solera is leveraging its marketing capabilities to establish a national marketplace for this very competitive product. With Beta’s experience, we feel very optimistic that we can achieve significant market penetration.”

The *BetaPOS* 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!

Solera is actively pursuing relationships with entrenched insurance sales channels to market its Discount Dental Plan. Interested parties should contact Solera at info@soleraifs.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 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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