



SOLERA INSURANCE & FINANCIAL SERVICES OFFERS DISCOUNT DENTAL PLAN ON NORVAX QUOTE ENGINE

DENVER, CO, May 1, 2007 – Solera Insurance & Financial Services, Inc., an insurance marketing company, today announced that it has established a relationship with Norvax, Inc. to provide Solera’s Discount Dental Plan as a product on the Norvax insurance quote engine.

All agents that subscribe to Norvax’s quoting technology are now able to quote Solera’s Discount Dental Plan to their customers. Solera has fully integrated its online application system with Norvax’s quoting technology to provide a seamless online application process for consumers that wish to purchase Solera’s Discount Dental Plan.

“Solera embraces technology to simplify the sales of its products,” stated Troy Daniels, Co-founder of Solera Insurance & Financial Services, Inc. “Norvax allows us to reach out to a national base of independent insurance agents and provide them with a simple method of quoting our Discount Dental Plan along with their health insurance quotes.”

Solera makes it very easy for agents to sell its Discount Dental Plan and offers a strong compensation program to independent agents that wish to sell it. Currently agents can choose from three distinct ways to market the product:

- Solera provides a free web site link to all of its agents that allows them to place the link on their website to connect to Solera’s online quoting and application system. This link automatically credits the agent for all sales.
- Agents that subscribe to Norvax’s quoting engine can select Solera as a carrier and automatically produce quotes on their existing Norvax system
- Finally agents can submit applications manually for processing

Agents can very easily register to sell Solera’s products by visiting the company’s website at <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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