

SOLERA INSURANCE & FINANCIAL SERVICES RELEASES ITS SOLERA INFINITY DENTAL PLAN FOR EMPLOYER GROUPS

DENVER, CO, March 20, 2008 – Solera Insurance & Financial Services, Inc., an insurance marketing company based in Denver, Colorado, announced today that it has released its Solera Infinity Dental Plan for Employer Groups across the US.

The Solera Infinity Dental Plan leverages the CarePOS network to provide employer groups with a large national network of over 55,000 providers and deep savings on a full spectrum of dental procedures including preventive care, basic and major procedures, as well as cosmetic dentistry and orthodontics. This unique employer group dental plan is great as a voluntary or employer-sponsored plan and features:

- No limits on group size - Allows groups as small as just ONE
- No limits on visits
- No limits on pre-existing conditions and no waiting periods for service
- Has monthly billing convenience for employers

“Solera’s Infinity Dental Plan is a derivative of our CarePOS individual plan,” commented Peter Kopp, CEO of Solera Insurance & Financial Services, Inc. “We used the basics of our individual dental plan and re-packaged it to also benefit employer groups. It’s a great plan that provides a lot of value at a low cost.”

Solera sells its insurance products through a national network of individual insurance brokers, agents and general agents. Solera has built its business model on the belief that insurance agents are the most effective sales channel for insurance products. “While you can purchase insurance online today, it’s the professional agent that provides the expertise to help consumers and employers locate the best plan for their needs. At Solera we work hard to augment the agents’ efforts to add value through product development, technology and agent services,” added Kopp.

About Solera Insurance & Financial Services

Solera Insurance & Financial Services, Inc., based in Denver, Colorado, is a marketing firm specializing in the market 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, please visit the company’s website at <http://www.SoleraInsurance.com/>.

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