



NEWS RELEASE

For Immediate Release

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DELTA DENTAL OF VIRGINIA ANNOUNCES NEW PLAN FOR BUSINESSES WITH 5-99 EMPLOYEES

Roanoke, VA – January 11, 2010 – Controlling budgets and bottom line expenses are always top of mind for business owners, especially those who run small businesses. That’s why, effective January 1, 2010, Delta Dental of Virginia is expanding its Exclusive Provider Network (EPN) plan to include businesses with 5-99 eligible employees. With EPN, employees can choose from more than 1,500 dentists in Hampton Roads/Tidewater, Richmond and Northern Virginia.

“This expanded EPN offering for small businesses is good news for business owners, employees and the 1,500 dentists in the Delta Dental PPO network during a tough economy,” said Dyke Davies, vice president, Sales & Marketing, Delta Dental of Virginia, “It truly gives the most value for a small business owners’ benefit dollar and is customizable with a choice of deductibles, annual maximums and waiting periods.”

About Delta Dental of Virginia

Delta Dental of Virginia, headquartered in Roanoke, was created in 1964 by the Virginia Dental Association and chartered by the General Assembly, as a not-for-profit service corporation the same year. Delta Dental provides employee dental benefits through a variety of managed fee-for-service and PPO plans covering more than 1.4 million enrollees in more than 3,300 groups. Delta Dental of Virginia is a member company of the Delta Dental Plans Association, the nation’s largest, most experienced dental benefits carrier providing dental coverage to more than 54 million people in more than 89,000 groups across the nation.

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