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BEST Life Joins the Twitter Community

Irvine, CA, January 12, 2009 – The BEST Life and Health Insurance Company (“BEST Life”) announced today that it has joined the Twitter community.

“Twitter provides us great opportunities to reach out to our brokers and customers,” stated Steve Course, Vice President of Marketing at BEST Life. The Company has plans to post press releases, events, and even articles and industry news on Twitter. Users can then receive these updates on their phones, through IM’s or their websites. “Any thing we can do to bring value to our relationship with our customers will be posted on Twitter.”

BEST Life’s Twitter profile can be viewed at <http://www.twitter.com/BESTLifeNews>.

About BEST Life and Health Insurance Company

Founded in 1962, BEST Life has been providing affordable group medical, dental, vision and life insurance products to employers. Our products are underwritten by BEST Life and Health Insurance Company, and are distributed by BEST Health Plans. Together, we market and administer insurance products for large and small groups in 37 states nationally. Product availability may vary by state.

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