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BEST Life Reduces Medical Rates and Expands Network Selection in Idaho

Irvine, CA, February 21, 2008 – The BEST Life and Health Insurance Company (“BEST Life”) announced today that it has reduced new business rates for its PPO and High Deductible medical plans for the entire state of Idaho. Reduced rates go into effect with new March 1, 2008 groups.

In addition to reduced rates, BEST Life has expanded its Idaho network selection to include Idaho Physicians Network, also known as IPN. BEST Life already offers access to First Health and PHCS/Multi Plan as national network options. By including a broad and well-known regional network BEST Life offers clients access to a popular regional network.

For more information and to confirm rate reduction eligibility, please contact your BEST Life Sales Representative or your General Agent.

About BEST Life and Health Insurance Company

Founded in 1970, BEST Life is a fully-insured carrier that specializes in group insurance and employee benefits. BEST Life offers medical, dental, vision and life insurance products to large and small groups in 38 states nationally.

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