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FOR IMMEDIATE RELEASE:

Dental & Vision Extras Puts the “Modern” In Family Health Care Solutions

CINCINNATI, OH (November 13, 2012) — Modern families do not always fit comfortably into typical insurance policies *or 1950s sitcoms*. Whether your household consists of two parents and two children, or there are three generations living under one roof, or your family is a close-knit group living in different states, Dental & Vision Extras’ definition of family is flexible enough to accommodate a variety of family relationships and situations.

Dental & Vision Extras, a national savings club based in Cincinnati, offers discounts on dental, vision and hearing services and equipment. Registrants can choose from two programs: one for individuals and one for families. Registrants can include the following people under their family membership:

- anyone residing full-time in the same home as the registrant, regardless of legal relationship;
- any legal dependent or legal dependent of a legal spouse, regardless of residency;
- adult children up to age 26, regardless of residency;
- disabled adult children or the disabled parents of registrants, regardless of age or residency;
- registrant’s parents age 65 or older, regardless of residency.

National networks of participating dentists, optometrists and hearing specialists make it possible to cover qualifying family members regardless where they live or travel throughout the year.

Although employer-sponsored insurance is still the best value for most people, only 57 percent of Americans have access to employer-sponsored dental insurance. Even fewer have vision or hearing benefits. For some people, individual insurance is a viable option, but a health savings program like Dental & Vision Extras is an alternative to consider and could even be a supplement to an insurance policy.

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How Does Dental & Vision Extras Work

Once a member registers online at dentalandvisionextras.com, he or she is eligible for discounts on dental, hearing and optometry services and equipment at participating health care providers for the next 12 months. Discounts typically range from 30 to 50 percent. There are no claims or additional paperwork. There are no health restrictions, no waiting periods and no limitations on the number of services members can access in a 12-month period. Members use a credit card to pay online, and select either an individual membership (\$126) or family membership (\$150).

Upon completing the online application, the member can download a member card and make an appointment with a participating provider.

More About Extras: *Supporting Our Veterans*

Dental & Vision Extras is donating 20 percent of each new membership to the Boot Campaign from Veterans Day (Sunday, November 11) through Thanksgiving (Midnight, November 22).

The Boot Campaign is a 501c3 non-profit military appreciation and veteran awareness campaign based in Texas. The Boot Campaign donates proceeds to its programs caring for military personnel, past and present, healing from a variety of physical and emotional combat wounds, embodying the campaign motto that, "When They Come Back, We Give Back". www.BootCampaign.com

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Dental & Vision Extras (www.dentalandvisionextras.com) is a joint venture of The Dental Care Plus Group and Total Vision Services.

The Dental Care Plus Group is the largest dental carrier in the Greater Cincinnati/Northern Kentucky area with expanding operations throughout Kentucky and Ohio. For more information, visit www.dentalcareplus.com.

Total Vision Services, based in Cincinnati, offers both insured and noninsured vision benefits through a nationwide network of providers. For more information, visit www.totalvisioncare.com.