



Dental Select Partners With Vérite to Launch New Website

SALT LAKE CITY, UT. — May 21, 2007
Dental Select, Utah's largest and one of the country's fastest growing dental benefits providers, launched a completely new corporate website www.dentalselect.com designed and developed by Vérite Inc.

"We were able to take Dental Select's existing website and completely redesign and upgrade it to an innovative site that matched the reputation of the company," said Kim Jones, CEO and President of Vérite, Inc. "It now has a fresh new look, and with the power of our Vérite Management System™ Dental Select can have those with little to no web knowledge update pertinent, ever changing information on the site at any time."

The web site features detailed insurance plan information and enrollment forms. This information, as well as sustaining details and information on the company, affirm Dental Select as a full service Dental Insurance provider for Utah, Texas and Nevada.

"Dental Select's new website is dedicated to exceeding the expectations of our clients and communicates our commitment to excellence," says Brent Williams, President and CEO of Dental Select. "This new website enables the addition of our 'soon to be released' online portals, simplifying administration for groups, agents, members and providers."



ABOUT VÉRITE, INC.

One of Utah's original digital communications agencies, Vérite, Inc. produces unique and effective on-line tools, and creative campaigns for corporate sales, marketing and training departments. The company was founded in 1993 and initially developed digital advertising campaigns to enable businesses to communicate effectively. Vérite offerings include eTools™, on-line services for registering, testing, certification, eCommerce and more. Vérite has built innovative, integrated media solutions for some of the world's leading technology companies including Novell, Omniture, Symantec, Intel, The State of Utah, Avocent and more. Headquartered in Sandy, Utah, Vérite, Inc. serves clients in Utah as well as nationally. Learn more at www.verite.com.

ABOUT DENTAL SELECT

Dental Select, headquartered in Salt Lake City, UT, has over 18 years of experience providing dental plans for groups, families and individuals. Founded in 1989, Dental Select is now the largest dental benefits provider in Utah. With over 270,000 members in Utah, Texas and Nevada, they provide dental benefits to over 5,000 companies. Insured vision and AD&D plans were recently added to their large dental plan portfolio of products. With plans to expand to additional states in the near future, Dental Select is positioned for rapid growth as a leader in the dental benefits industry.

Vérite, Inc.

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