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DENTAL DIRECT LAUNCHES NEW WEBSITE

Richmond, Virginia (November 14, 2008) – The Virginia Dental Association’s Dental Direct dental benefit program is pleased to announce the launch of their new website, www.VADentalDirect.com, today. The new site will provide information about Dental Direct to employers, employees, dental offices and brokers and is the first comprehensive Dental Direct site in Virginia.

The Virginia Dental Association has been promoting Dental Direct Reimbursement and Assignment plans in Virginia since 1996. Prior to the launch of www.VADentalDirect.com, information about Dental Direct was included on the VDA’s website. As interest in the program grew, the need for a comprehensive website became more apparent and the VDA set to work with MemberPath, LLC, a Richmond-based website design firm. The new site features information, an online Cost Estimate Form, brochures, articles of interest and other materials for all parties interested in finding out more about Dental Direct.

The website will be maintained and kept up to date about Dental Direct by the Virginia Dental Association.

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Dental Direct is a self-funded dental benefit that is a departure from dental insurance. Based on simplicity and freedom-of-choice, the Dental Direct model is supported by both the Virginia Dental Association and the American Dental Association. Dental Direct Reimbursement and Assignment plans are for groups and can be customized to meet the needs of employers of all sizes.