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TruAssure Insurance Company Announces New Sales Executive

NAPERVILLE, Ill. (July 13, 2016) – TruAssure Insurance Company is pleased to announce the hiring of Kari Bush, who will join the company as sales executive for the Northeast region. Bush will be responsible for sales in Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Ohio, Pennsylvania, West Virginia and Wisconsin.

TruAssure began offering dental programs in 2015 and currently offers group plans and dental plans for individuals and families in more than 20 states, with other state filings pending regulatory approval. The company also offers dental savings programs, which are available nationwide.

“Kari’s sales experience, business acumen and insurance insight make her a strong addition to the TruAssure team, and we know she will help businesses of all sizes offer their employees affordable, hassle-free dental insurance,” said Bernie Glossy, president and CEO of TruAssure Insurance Company. “We expect to see great growth in the Northeast region under Kari’s leadership, helping TruAssure to bring dental insurance to even more individuals, families and businesses.”

Bush brings over a decade of business-to-business sales experience to her role at TruAssure, along with over fifteen years of experience with group insurance plans. Prior to joining TruAssure, Bush served as a senior benefits consultant at Willis Towers Watson, where she performed client risk management analysis and provided risk management advice. Before her time at Willis Towers Watson, Bush worked as a health solutions sales executive at Humana, where she specialized in sales to employers with 300 or more employees. Previous roles

include account executive at Delta Dental of Ohio and regional sales executive at Dearborn National.

For more information about TruAssure, visit www.truassure.com.

About TruAssure Insurance Company

Based in Naperville, Ill., TruAssure Insurance Company is part of a family of dental plan companies with over 50 years of experience and two million members nationwide. As a standalone dental benefits carrier, TruAssure offers dental plans to groups, individuals and families across the country. TruAssure provides comprehensive and affordable dental benefit options and strives to make dental coverage as easy and hassle-free as possible. TruAssure plans are not available in all states; some states are pending regulatory approval. Visit truassure.com for available plans. TruAssure dental savings programs are available nationwide.

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