



Current Agent Rewards & New Case Promotions



■ AGENT BONUS & REWARDS PROGRAMS

2010 Alaskan Getaway Reward

(applies to approved new cases sold from July 2009 through May 2010)

Win a fishing/sightseeing trip to Alaska in June 2010! Our Alaskan Getaway includes two round-trip airline tickets for you and a guest and accommodations on a charter yacht.

One winner will be selected through a random drawing. A minimum of \$250,000 in annualized new case dental product premiums must be sold to qualify. No enrollment necessary to participate, agents/brokers will automatically qualify based on their book of business.

New Agent Sign-up Bonus

(valid through 2010)

New to BEST Life? Receive an extra \$100 when you sell your first case with us. We will also provide you with an additional \$200 when you sell your fifth case.

Agents who qualify have not written a case with BEST Life since 2007.

Five Plus Bonus Program

(valid through 2010)

Sell 5 new dental groups with 10 or more enrolled and earn an extra \$500. If each of your five new groups has 20 or more enrolled, you will receive \$1,000! This offer only applies to cases with 2010 effective dates, and there is no limit to how many times you can achieve the Five Plus bonus.



■ NEW GROUP RATE REDUCTIONS & PROMOTIONS

Vision Discount Program Offers

(Valid for 2010 Effective Dates)

■ For Medical Groups

Groups who select a BEST Life medical plan will also receive our EyeMed Vision Discount Program for free when they purchase another line of coverage. All must be BEST Life products in order to qualify.

■ For Dental Groups with Ortho

Groups who purchase a BEST Life dental plan with orthodontic benefits also gets our EyeMed Vision Discount Program for free. This plan can help save your clients' employees money through discounts for exams, lens options, add-ons (such as UV coatings, scratch resistance), contacts and even laser vision correction.

■ For Dental Groups with 2-4 Enrolling

Dental groups with 2-4 employees enrolling at initial group enrollment will receive our EyeMed Vision Discount Program at no additional cost. Offer valid during the initial rate guarantee period and may be available at renewal time based on group participation.

Bundle & Save Discounts

(valid for 2010 effective dates)

1. Sell a dental plan along with a Group Term Life plan and receive a 1% dental rate reduction.
2. Receive a 2% dental rate reduction when a Group Term Life and vision plan are sold alongside a dental plan.
3. Sell a dental plan along with a medical plan only, or along with a medical, Group Term Life and vision plan, and receive a 3% dental rate reduction.



Only one bundled discount can be applied to a group. Bundled discounts only available to groups with 5 or more employees enrolling.

Bundled discount applies to Group Term Life policies purchased with a minimum of \$25,000 for 5-9 groups, and a minimum of \$50,000 for 10+ groups.

**Take advantage of this
opportunity by contacting
Northwest Marketing Resources, Inc.
800.565.0313**