

We appreciate your loyalty to Delta Dental, and your exceptional record of sales. To reinforce our partnership, we've enclosed a special gift we hope you'll enjoy for years to come. And take a look at this brochure for details of our "Go For The Gold Standard" program and the opportunities it affords.



In the wine country,
the days are golden.
So is this opportunity.



GRAND PRIZE: A week's vacation to the Golden State: two night's stay at the San Francisco Fairmont Hotel on Nob Hill & four night's stay at the Fairmont Sonoma Mission Inn & Spa that includes beautiful Sonoma Valley wine country tours, a luxurious spa, championship golf, hot-air ballooning, gourmet dining, great entertainment and valet limo service throughout the trip.



FIRST TIER PRIZE: Gold Movado Watch & Two Entries into the Go For the Gold Standard Grand Prize Drawing. One reward will be awarded for EACH account you sell with 1,000 or more subscribers. You'll also be entered TWICE into the Go For the Gold Standard Grand Prize drawing. Sell more than one account and you'll win your choice of another Movado watch (of equal or lesser value) and more chances at the Grand Prize!



SECOND TIER PRIZE: Bose Wave Music System or iPod Mini and Bose SoundDock Digital Music System & One Entry into the Go For the Gold Standard Grand Prize Drawing. Choose a prize from the gold standard in audio—Bose—with the legendary Wave Music System. Or combine Bose with Apple for another great audio experience. One reward will be awarded for EACH account you sell with 750 or more subscribers.

THIRD TIER PRIZE: Gold Medal Wine Club Membership or Dinner for Two. Choose between a six-month wine club membership or dinner for two at the restaurant of your choice (\$250 value limit). One reward will be awarded for EACH account you sell with 250 or more subscribers.



FOURTH TIER PRIZE: Dinner for Two. Enjoy dinner for two at the restaurant of your choice. One gift certificate to a restaurant you choose (\$100 value) will be awarded for EACH account you sell with 50 or more subscribers.

This is your golden opportunity. It isn't everyday a golden opportunity presents itself. That's why we hope you'll give this one your attention. Beginning with a Grand Prize that truly is "grand"—a fabulous, spare-no-expense trip to California (the Golden State)—the program keeps working for you with a lineup of additional prizes designed to dazzle and delight. So, take a close look at all the details and then follow your inspiration. It just may take you all the way to the West Coast.

The greater value of gold. At Delta Dental, we work hard to deliver a gold standard of benefits, service and support. In addition to the quality, reliability, flexibility, and variety of our dental plans, we also put a lot of effort into special opportunities for you. Our new "Go For The Gold Standard" program is that kind of effort. It boasts a prize structure that promises to deliver an exceptional experience at every level.

Thanks for making the gold standard your standard. With more than two million people covered (some 50% of the Massachusetts market), nearly every dentist in MA participating in one or more plans, and client satisfaction ratings high (make that 93% of accounts), Delta Dental has established a gold standard in the state that we plan to maintain. This is where you—our loyal broker-partners—come in. Without you, we just couldn't do what we do as well as we do it. Together, we make a great pair.