



Delta Dental of Massachusetts
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At Delta Dental of Massachusetts, we've come to
a conclusion about small business.



There's no such thing as
small business.



There's only
business. And
all its needs
are big.

Great solutions for big needs.

This renewal season, count on us for a suite of dental plan designs that are sure to appeal to smaller companies with big needs. Restructured in July of 2005, these improved plans provide affordable dental coverage for companies with 10-49 employees. We also offer 100% employee-paid plans that enable small companies to deliver great dental coverage—at no cost to them.

It's all we do. That's why we do it better.

We're proud that dental is all we do and have ever done. By maintaining our single focus, we've earned our leadership position. We cover half the Massachusetts market, with nearly every dentist in the state participating in one or more of our plans. And, we consistently enjoy the highest ratings from our accounts. In fact, we guarantee client and broker satisfaction through our Guarantee of Service Excellence. That's how we do it better.

Expect more from us.

Call your Sales Executive to get a quote on 10-49 life accounts. Every time you do, you'll be entered to win Bose® QuietComfort® 2 Noise Cancelling® Headphones (a \$299 value). We'll start giving away one of these critically acclaimed audio marvels in May, and continue with one set a month for the next four months.



Plus, you can also participate in our "Go For the Gold Standard" program for 50+ lives and win a Grand Prize trip for two to the California Wine Country, a gold Movado watch, a Bose® Wave® Music System or iPod Mini with Bose SoundDock, a Gold Medal Wine Club membership and more.

Don't miss this opportunity to partner with Delta Dental of Massachusetts. It's big.

The "Go For The Gold Standard" program runs from February 1, 2006 through January 31, 2007. The grand prize drawing will be held in February 2007. Odds of winning are based on total number of entrants. Winners will be selected at random from all qualified entrants. All prize winners will be contacted, and a complete listing will be published in the broker newsletter. In cases of dispute, all decisions made by Delta Dental of Massachusetts are final. Delta Dental of Massachusetts employees and their family members are not eligible to participate. An Independent Licensee of the Delta Dental Plans Association. © Registered Marks of the Delta Dental Plans Association © 2006 Delta Dental of Massachusetts