



June 9, 2009

Dear Valued Partner:

Delta Dental of Arizona is pleased to inform you of our latest Broker Contest for groups sold with the effective dates of August 1, 2009 through January 1, 2010. There are four different levels of prizes, ranging from a weekend stay at Pebble Beach to a weekend at a local resort in town. The weekend package will also include an *educational seminar covering dental wellness, evidence based dentistry, Delta Dental Plan Association and our actions in the market nationwide, and health reform*. See below for a full description on the Prize Levels.

Prize Level 1

3500-4999 Primary Subscribers: Trip for 1
Over 5000 Primary Subscribers: Trip for 2

Trip includes: Weekend stay at Pebble Beach, CA
Round trip airfare and golf
Hosted meals including: 2 dinners, 2 breakfasts, and 1 lunch

Prize Level 2

2500-2999 Primary Subscribers: Trip for 1
Over 3000 Primary Subscribers: Trip for 2

Trip includes: Weekend stay at Torrey in La Jolla, CA
Round trip airfare and golf
Hosted meals including: 2 dinners, 2 breakfasts, and 1 lunch

Prize Level 3

1800-2249 Primary Subscribers: Trip for 1
Over 2250 Primary Subscribers: Trip for 2

Trip includes: Weekend stay at a resort in Sedona, AZ (location TBD), golf
Hosted meals including: 2 dinners, 2 breakfasts, and 1 lunch

Prize Level 4

1250-1499 Primary Subscribers: Trip for 1
Over 1500 Primary Subscribers: Trip for 2

Trip includes: Weekend stay at a local resort (location TBD), golf
Hosted meals including: 2 dinners, 2 breakfasts, and 1 lunch

Please note the dates for all weekend trips will be scheduled after January 1, 2010, and will be chosen by senior management of Delta Dental of Arizona. Once dates have been confirmed, you will be contacted with the event details.

Thank you again for your continued support, and we look forward to helping you make the rest of 2009 a huge success!

Sincerely,
Gary B. Feldman
Vice President of Sales and Broker Relations