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**INDUSTRY VETERANS GARY WHITE AND DENNIS VANN SPEARHEAD
SECURIAN DENTAL SALES TEAM**

Securian Dental plans begin national rollout

EAGAN, MINN. March 2, 2004 – Insurance industry veterans Gary White and Dennis Vann will be spearheading the national rollout of Securian Dental plans, which are underwritten by Securian Life Insurance Company, a Minnesota Mutual company, and administered by DeCare Dental Health International, LLC. The dental benefit products will be sold under the Securian Dental brand and targeted to small to mid-size employer groups.

“We’ve got a very competitive range of dental products and are eager to hit the national market,” said Gary White, Chief Sales Officer of the new venture. “Securian Dental products are a cost-effective solution for companies with limited benefit dollars who want to provide employees with quality dental care at a reasonable price. It also will be one of the few product lines on the market that automatically includes international emergency coverage.”

As chief sales officer, White is responsible for national sales through brokers and consultants. An industry veteran, White has more than 25 years experience in the insurance industry in sales and marketing. Most recently he was senior vice president of marketing with World Insurance Company where he was responsible for national distribution and sales growth.

Dennis Vann, a 20-year insurance industry veteran also has joined the Securian Dental team as Sales Officer. He graduated from the University of Illinois and has more than 20 years experience in the insurance industry in sales and marketing. Most recently he was director of marketing with World Insurance Company where he was responsible for the introduction of health products in newly approved states and the development of marketing and training programs for broker partners.

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Securian Dental plans currently offers three employer-sponsored and voluntary indemnity plan options. Each plan design has varying calendar-year maximums and covered services to meet employees' specific needs. All plans cover 100 percent of diagnostic and preventative services and solid coverage for basic and major restorative care. Additionally, there are no waiting periods for benefits on covered services.

Securian Dental Plans are underwritten by Securian Life and administered by DeCare Dental Health International, LLC (DDHI). Securian Life is authorized to conduct business in 44 states and in the District of Columbia, and is recognized by A.M. Best with an A+ (Superior - second highest of 16 categories) rating. Securian Life is part of the Minnesota Mutual Companies. DDHI is an affiliate of DeCare International, a global leader in oral health care management, serving 3.2 million individuals in 13,000 companies nationwide

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