



Ameritas Releases Enhanced Rewards Product

Lincoln, Neb.//September 15, 2014//The group division of Ameritas Life Insurance Corp. has created a multiple coverage insurance product that rewards members with an increased benefit for dental, vision, hearing, LASIK and orthodontia. Ameritas RewardsSM lets members carry over and apply unused dental maximum dollars from previous years toward other covered plan benefits for the upcoming year.

By simply using their benefits, Ameritas Rewards plan members and their dependents can accumulate an unlimited maximum carryover amount. That increases the amount Ameritas will pay toward covered services and materials during the following plan year.

Ameritas Rewards is the first multiple coverage rewards product in the ancillary benefits industry. It follows Ameritas' groundbreaking Dental Rewards product, introduced in 2004, which lets members accumulate a limited maximum carryover amount for dental benefits.

About Ameritas

Ameritas — Ameritas Life Insurance Corp. and its affiliated companies — offers a wide range of insurance and financial products and services to individuals, families and businesses. The group division of Ameritas Life Insurance Corp. has served customers since 1959 and today provides dental, vision and hearing care products and services for nearly 110,000 employer groups, insuring or administering benefits for more than 5.4 million people nationwide. Ameritas has one of the largest dental networks in the country with more than 303,000 access points. Its contact center has earned BenchmarkPortal's Center of Excellence certification since 2007 and was named fourth in BenchmarkPortal's Top 100 contest in 2011. In New York, products are offered through Ameritas Life Insurance Corp. of New York. To learn more about the Ameritas group division, visit ameritas.com.

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