



Announcing the Launch of the Dental, Vision & Hearing Savings Feature of the Co-op Connections® Program

The Co-op Connections Program is now ready to launch a new national offer designed to help your members stretch their hard-earned dollars.

This offer allows Co-op Connections cardholders to obtain savings on the cost of dental, vision & hearing needs. This grouping of discounts will be marketed under the name Cooperative Healthy Savings (CHS). Providers for these benefits are already in your local community.

In order for your Co-op Connections cardholders to gain access to this benefit, they will need to sign-up via the Dental, Vision & Hearing Savings button on the national and local co-op landing pages. **The typical price range for this package of benefits is \$5.50 to \$9.50 per month. The exclusive price for Co-op Connections cardholders is only \$4.25 per month or \$50.00 annually.**

The discounts can be used as many times as needed for each member of the family. For example, a family where three members wear glasses and/or contact lenses can save on each order of contact lenses or on each pair of glasses purchased, including the frames, lenses and any special coatings applied.

Co-op members who elect to register in the program will receive a personalized CHS membership card with a toll-free number for questions and a booklet with descriptions of how to use the benefits and list of participating locations in their area. This membership kit will arrive 7 to 14 days after registration.

VISION CARE

The discount vision program has contracted with over 12,000 eyecare locations nationwide. Members save on eyeglasses, contacts, eye exams and surgical procedures. The vision provider network is the most comprehensive in the U.S. and includes ophthalmologists, optometrists, independent optical centers and national chain locations such as Pearle Vision, JCPenney Optical, Sears Optical, Target Optical, LensCrafters, and EyeMasters.

Highlights

- Savings of 20% to 60% on prescription eyewear
- Also, save 10% to 20% on contact lenses (excluding disposables) at participating retail locations.
- Savings of 10% to 30% on eye exams
- Save 40% to 50% off the overall national average on LASIK surgery (PRK and CK available at select locations)
- Most frames, lenses and specialty items such as tints, coatings and UV protection are available
- No limit on the number of times membership may be used during the year
- Two guarantees - 30 day unconditional money-back satisfaction guarantee and low price guarantee on eyeglasses
- Members may nominate their own eye care professional to join the network

DENTAL CARE

The discount dental program is simple to use. Members may choose from more than 76,000* dental practices nationwide — **one of the country's largest dental discount networks**. Then just show your CHS card at the dentist's office, and you'll receive an instant discount off the cost of services. There is no paperwork and no health restrictions. Plus, you can use the card as often as you like.

Highlights

- Members save 15% to 50%** on everything from general dentistry and cleanings to root canals, crowns and orthodontia.
- Over 76,000 dental practice locations.
- Save on routine dental services such as x-rays and fillings.
- Save on specialty care such as orthodontics and periodontics where available.

* According to the Aetna Enterprise Provider Database as of October 1, 2008.

**Actual costs and savings vary by provider and geographical area.

HEARING AIDS

Members will enjoy access to a variety of hearing programs providing hearing aid discounts of 15% to 58% in retail locations nationwide and discounts of 40% to 60% through the mail order program.

Highlights

- Free hearing screening
- Members may select from 1,350 Beltone locations nationwide to receive a free hearing screening and 15% off over 70 models of Beltone Hearing Aids. All technologies and models are available including state of the art digital hearing aids, along with Completely-In-the-Canal, In-the Ear and Behind-the-Ear models. BelCare™ standardized 12 point customer service program ensures consistent delivery of professional and comfortable service, regardless of location.
- Save 40% to 60% off average National Retail Pricing on over 100 models of name brand hearing instruments through the Mail Order Hearing Aids program. Receive the lowest price available and a 45-day in-home trial period with one full year factory warranty
- Members receive a 25% discount off a complete line of products designed specifically for people who are experiencing hearing and/or vision loss including, amplified corded and cordless telephones, large display alarm clocks, portable telephone amplifiers, amplified telephone ring signaler personal communication systems and a TV listening system.

Just listen to what members are saying . . .

On 3/24/08 I had dental work completed. One of the procedures originally cost \$95. After the discount was applied, the cost was reduced to \$52. I was amazed! This program really works!

- Tamara S. -- Antioch, TN

I used my discount vision card to purchase a new pair of glasses. I purchased a new frame for \$159 dollars and then had them fitted with Essilor Natural progressive lens with UV and anti-reflective coatings. The retail price of the glasses was \$519.95, but with the discount the price was \$363.96. I saved \$155.99. Not bad.

- Richard B. -- Richardson, TX

My son got braces at recently, and the billing administrator said my discount dental card saved me more than most major insurance plans, including Blue Cross Blue Shield. She was amazed at how much the fees were reduced.

- Fran M. – New Orleans, LA

I found that ordering my contact lenses through the mail order service saves me more than my membership costs for the entire year. A box of six disposable lenses that costs \$42.00 at my doctor's office is only \$14.95 from the discount vision program. Since I have to buy two boxes every 3 months, I save over \$215.00 a year just on my contact lenses! Thank you so much for your service.

- Audrey G. -- Little Rock, AR

Disclosures:

Discount Medical Plan Organization:

New Benefits, Ltd.

14240 Proton Rd.

Dallas TX 75244

THIS PLAN IS NOT INSURANCE. This plan does not make payments directly to the providers of medical services. The plan member is obligated to pay for all healthcare services but will receive a discount from those healthcare providers who have contracted with the discount plan organization. This plan provides discounts at certain healthcare providers for medical services.

This discount card program contains a 30 day cancellation period. FL, LA, ND, OK, SC, SD and TX residents: Member shall receive a full refund of membership fees, excluding registration fee, if membership is cancelled within the first 30 days after receipt of membership materials. AR and TN residents: A refund of all fees will be issued if membership is cancelled within the first 30 days. MD Residents: The membership fee and one-time registration fee (minus \$5.00) will be refunded if cancelled within the first 30 days and upon return of the discount card. The range of discounts for medical or ancillary services provided under the plan will vary depending on the type of provider and medical or ancillary service received. The discount medical card program makes available, before purchase and upon request, a list of program providers, including the name, city, state, and specialty of each program provider located in the cardholder's service area. Internet website address to obtain participating providers is home.locateproviders.com.

This program is not available to Vermont residents.

For more information contact:

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