

***Insurance Times:*** CNA expands distribution for group dental

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During the fourth quarter of 2001, Ameritas Life Insurance Corp. (Ameritas) and CNA are expanding what began as a pilot marketing program in seven cities in order for CNA Group Benefits sales offices to market Ameritas group dental and eye care plans nationwide.

On April 2, 2001, Ameritas and CNA announced that, under a marketing agreement between the two organizations, CNA Group Benefits would begin marketing Ameritas group dental and eye care plans in Houston, San Antonio, Dallas, Denver, Orlando, Charlotte and Cincinnati. On March 1, CNA sales representatives and their brokerage network began selling the Ameritas plans (insured by Ameritas) in those specific markets, primarily to groups of 10 to 500 and, in some cases, groups of 2,000 or more.

Now this marketing effort will be expanded to all CNA Group Benefits sales offices across the United States. "Once the pilot program with CNA was up and running," said Ken VanCleave, senior vice president of the Ameritas Group Division, "we were encouraged by the CNA sales associates' eagerness to market our products on a broader level. This expansion will mean increased sales and success for both companies."

Ameritas group dental and eye care plans are underwritten by Ameritas Life Insurance Corp.

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