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**NEWS RELEASE**

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## **Washington Dental Service Hires New Eastern Washington Account Executive**

**Oct. 21, 2008, Spokane, Wash.** – Washington Dental Service, the state’s leading dental benefits company, announced that Tracy Bass has been hired as its eastern Washington account executive. In her new role, Bass will establish and maintain client relationships in the greater Spokane and Tri-Cities areas.

She brings more than seven years of sales experience in the financial services and insurance industries. Prior to joining Washington Dental Service, Ms. Bass was a sales executive with Regence BlueShield, serving employer groups of all sizes. As part of her duties there, she educated brokers about new products and services, and conducted employee enrollment.

Her career also included serving as an account executive at Principal Financial Group, leading sales activity in Eastern Washington, North Idaho, Montana and Alaska. Before her sales career, Bass served as a social worker at Catholic Charities for 10 years. She graduated from Gonzaga University in 1992 with a degree in Political Science.

“Tracy’s past experience in Eastern Washington, in addition to her ability to meet and exceed sales targets and service customers is the ideal background for maintaining and growing our substantial business in the area,” said Scot Kamimae, director of sales at Washington Dental Service.

Washington Dental Service established its eastern Washington presence more than 30 years

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ago in Spokane. Its tremendous growth in the region prompted the company to open a new, larger sales office in 2008 to better serve the growing number of businesses that have or are interested in Washington Dental Service benefits. In addition, the company established its new centralized customer service center in Colville, Wash., becoming one of that area's largest employers.

For 54 years, Washington Dental Service has been the state's leading dental benefits company, providing nearly 8,000 employers in the region with dental plans ranging from traditional fee-for-service to its fast-growing PPO plans. As part the Delta Dental Plans Association, Washington Dental Service has more than 2 million members nationwide, and nearly nine out of 10 dentists in the state—or three out of four nationally—are on its network of participating providers.

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