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UNIVERSAL BENEFIT PLANS PRESIDENT AND CEO EDAN BARSHAN FEATURED IN ALTUS DENTAL ANNUAL REPORT

Barshan becomes the first-ever Massachusetts broker featured by Altus Dental

Boston, MA—May 14, 2009— Edan Barshan, President and CEO of Universal Benefit Plans—a Boston based full-service employee benefit brokerage and consulting firm—is the first-ever Massachusetts broker featured by Altus Dental in their newly released 2008 Annual Report. The Report is available online at

http://www.altusdental.com/report08/2008_Altus_Dental_Annual_Report.pdf.

“Altus Dental turns issues into solutions,” says Barshan of the fastest growing dental plan in Massachusetts for seven consecutive years. Altus Dental experienced membership growth rates of more than 52 percent in 2008 and have projected to reach 100,000 members by the end of 2009. They currently have the largest Preferred Provider Organization (PPO) provider network in Massachusetts and continue to strengthen their provider network in every one of the Commonwealth’s counties. Altus Dental’s willingness to customize plans is the carrier’s prime differentiating factor and is especially vital in these challenging economic times. They have established and continue to establish relationships with like-minded brokers such as Barshan to develop creative, custom solutions to group dental insurance needs.

Altus Dental’s 2008 Annual Report prominently features The HR in a Box™, Universal Benefit Plan’s most recent innovation “that allows employers to communicate benefits information online” and allows employees self-service access to it 24/7, 365 days a year at times that are most convenient to them. In the current economy, escalating benefit costs and inefficient use of time due to post-layoff understaffing are among the most pressing concerns of business owners.

The HR in a Box™-- a dual-encrypted A to Z Human Resources management system—helps companies alleviate these concerns by eliminating manual benefit administration entirely. The product has already saved Universal Benefit Plans’ clients considerable amounts of time and money, allowing them to focus on what matters most, sustaining their businesses in these tough economic times and positioning them for future growth.

About Universal Benefit Plans: Universal Benefit Plans, Inc. is a Boston-based specialized benefits consulting and a full-service benefit brokerage firm that implements and manages all components of employee benefits. By embracing the latest technologies in benefits and HR management, it saves small-to-medium-sized companies valuable time and money, freeing them up to focus on their core businesses. For more information, please visit www.universalbenefitplans.com.