

Medico[®]'s Dental offerings have never been easier to sell!

Medico[®] is dedicated to making your job easier, that is why we are excited to offer you the innovative Custom Agent Sales Site. This marketing opportunity will create more smiles for you and your customers.

Q: What is the Custom Agent Sales Site?

A: This is your very own personalized website you can send to potential customers for them to enroll in a Medico dental plan with ease. After completing a few simple steps, Medico enrolls them in the plan of their choice. Best of all - **you get full compensation for the sale**. This is a more efficient way to work with clients and give you both something to smile about.

Q: How can I promote my site?

A: It's easy to promote your site to existing and prospective customers.

- Approved email templates have been created for you to use to ensure you're compliant with regulations. It is not advised to create your own email.
- Customers can also access your Custom Agent Sales Site by adding your personalized link to your existing website. Just email marketing@gomedico.com or call Agent Services at 800-547-2401, option 3 to get started.

Q: What can my customer expect?

A: When your prospect visits your Custom Agent Sales Site, they will be prompted to enter their state, zip code, and date of birth to get started.

- They will select from one of the plan selections.
- In addition to their demographic and billing information, authorization is provided by entering their date of birth on the application agreement.
- Once they start enrollment process they will need to complete the application. Leaving the enrollment process would require starting the application over.
- You and your customer will receive a confirmation email once enrollment is complete.

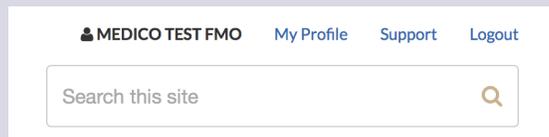


How do I get started?

Follow these four simple steps:

1. Sign in to the Medico Information Center (MIC) at mic.gomedico.com

2. Click 'My Profile' in top right corner



3. Agree to 'Terms and conditions'



4. Click on the link to access your personalized website.



Important Information

The CAN-SPAM Act of 2003 was established to create guidelines for marketing emails. It outlines specific content that marketers must follow to allow the recipient to manage their email preferences and unsubscribe from receiving mass emails.

- You must allow the prospect an opportunity to 'opt out' of receiving solicitations. If a prospect 'opts out' you must update your records accordingly within 10 business days and avoid sending future solicitations via email.

For more info, please see the CAN-SPAM Act - Compliance Guide for Business document, linked in the MyProfile page on mic.gomedico.com.