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**Press  
Release**

## **FOR IMMEDIATE RELEASE**

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### **ACE'S DENTAL CARE PLAN GAINS TRACTION IN ASIA PACIFIC**

**SINGAPORE, 19 December 2011** – ACE Asia Pacific, part of the ACE Group of Companies, global leaders in insurance and reinsurance announced today the successful roll-out of the **ACE Dental Care Plan** in Thailand, Singapore, Malaysia and Indonesia, providing more than 700,000 active policy holders with valuable dental insurance. Korea was the first to kick-off the roll-out in 2009 and remains in the forefront of the take-up of this policy.

The ACE Dental Care Plan is part of ACE Asia Pacific's core business line of Accident & Health. This business is committed to deliver innovative insurance products that help to protect the Insured against serious impact from sudden injury or catastrophic illness. These programs range from traditional accident and medical programs for employers and their employees to specialty accident and health products and programs like the Dental Care Plan.

The Plan is unique in that it provides a wellness-based living benefit using a local network of dentists. This approach limits the traditional cost barriers for dental treatment for customers so that they can benefit from a range of preventative treatments, standard procedures and access to qualified dental providers. Customers availing themselves to the ACE Dental Care plan can save up to 20% for non-core treatments.



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According to Juan Luis Ortega, Regional Head of Accident & Health ACE Asia Pacific, “Our ongoing objective in Accident & Health is to provide our partners and customers alike with new and innovative products; offering good value protection at an affordable price. The ACE Dental Care differentiates ACE as an Accident & Health insurance provider as it enhances our product offering suite and product touch points with existing policyholders.”

Dental Care now makes up a significant portion ACE’s Direct Marketing new business activity in the Asia Pacific. This innovative plan is offered to the customers of various business partners ranging from well-known international and local financial institutions to home-shopping channels.

Moving forward the ACE Dental Care Plan, which forms an integral part of the policyholder cross-sell strategy, will be offered to an extensive pipeline of partners in 2012. To sustain its competitive lead further in the region, ACE will grow its business partners and product offering on its Direct Marketing channels in addition to efforts at product enhancement.

#### **About ACE Asia Pacific**

ACE Asia Pacific is part of the ACE Group of Companies®, one of the world’s largest providers of commercial property & casualty insurance and reinsurance serving a diverse group of clients. Headed by ACE Limited (NYSE:ACE), a component of the S&P 500 stock index, the ACE Group conducts its business on a worldwide basis with operating subsidiaries in more than 50 countries and a strong presence in Asia Pacific.

ACE’s franchise in the Asia Pacific comprises an extensive network of operations serving Australia, Hong Kong, Indonesia, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand and Vietnam.



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ACE Asia Pacific has a diversified product suite which has two core business pillars: Property & Casualty and Accident & Health. Supplementing these primary lines of business is a growing array of Personal & Business Insurance Solutions.

Across Asia Pacific, ACE is well-respected for its creativity in Direct Marketing which broadens the reach of consumer-oriented products to meet diverse needs. This creativity in direct marketing is tempered by strong underwriting discipline across all lines of business.

For more information, visit [www.acegroup.com](http://www.acegroup.com)

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