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Tooth Fairy Bucks Trend: “Gift” Gets Knocked Down By 29 Cents

Annual Tooth Fairy Poll Reveals trends in payout plus children’s dental habits

April 18, 2007 (EAGAN, Minn.) – Ouch. If you’re a kid, getting a tooth knocked out today doesn’t pay as much as it did last year, according to Securian Dental’s 2007 Tooth Fairy Poll. The average “gift” children received was \$1.71 per tooth in 2007, compared to \$2 in 2006—a decrease of 29 cents or 14.5 percent.

“The downswing is inconsistent with trends exhibited in other more commonplace indices,” said Marty Weiland, operations analyst for Securian Dental. “The NASDAQ and Dow Jones Industrial Average indices have increased 7.6 percent and 3.5 percent over this same time period, respectively. It is worth noting that we didn’t see as many “over-the-top” gifts this year; a gift of \$10 or more was not as prevalent.”

According to the poll, Tooth Fairy gift amounts ranged from a low of 25 cents to a high of \$25 per tooth. In addition, parents of today’s kids reported that they received an average of 49 cents per tooth as children.

Brushing Up

The poll also revealed that most children are working hard to keep their teeth clean. According to Securian Dental’s poll, which goes out to a sampling of its commercially insured population, 68 percent of parents report that their children brush their teeth twice per day. Approximately 91 percent of parents surveyed state their children receive a dental exam every six months. Parents also report that children typically have their first visit to the dentist between the ages of one and five.

“While these poll results show positive trends, the American Dental Association recommends that a child be seen by a dentist as soon as his or her first tooth erupts, but at least no later than their first birthday,” said Dr. Richard Hastreiter, vice president of oral

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Annual Tooth Fairy Poll Results ... Page Two

health analytics and dental director for Securian Dental. “It is important for parents to know that the frequency of dental visits needs to be determined by the dentist, based on an assessment of the child’s unique oral health needs — rather than on a pre-set schedule. This approach ensures your child receives the most appropriate, timely care.”

Sweet Tooth

The poll also revealed that 36 percent of parents indicate that their children consume an average of three or more sugar drinks and/or treats per day. “Children can be taught from an early age to eat an orally healthy and nutritious diet,” says Dr. Hastreiter. “Encourage your children to make healthy choices. Teach them to eat a balanced diet and limit in-between meal snacks of foods containing high levels of sugar, especially sticky foods such as raisins, fruit rolls or candy. This will help promote good dental health as well as overall health.”

About Securian Dental Plans

Securian Dental plans (www.securiandental.com), available in 46 states, are underwritten by Securian Life Insurance Company and administered by DeCare Dental Health International LLC. In California, Securian Dental is underwritten by Securian Life Insurance Company, offered through DeCare Dental Insurance Services, LLC and administered by DDHI Administrators LLC.

With a 35-year track record of success, the DeCare Dental family of companies is a leading dental benefits management group that manages more than \$1 billion in premium, serving 4 million individuals in more than 22,000 employer groups, including Fortune 500 corporations, small businesses, non-profits and government entities in the United States and Europe.

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