## **#12 Empire**

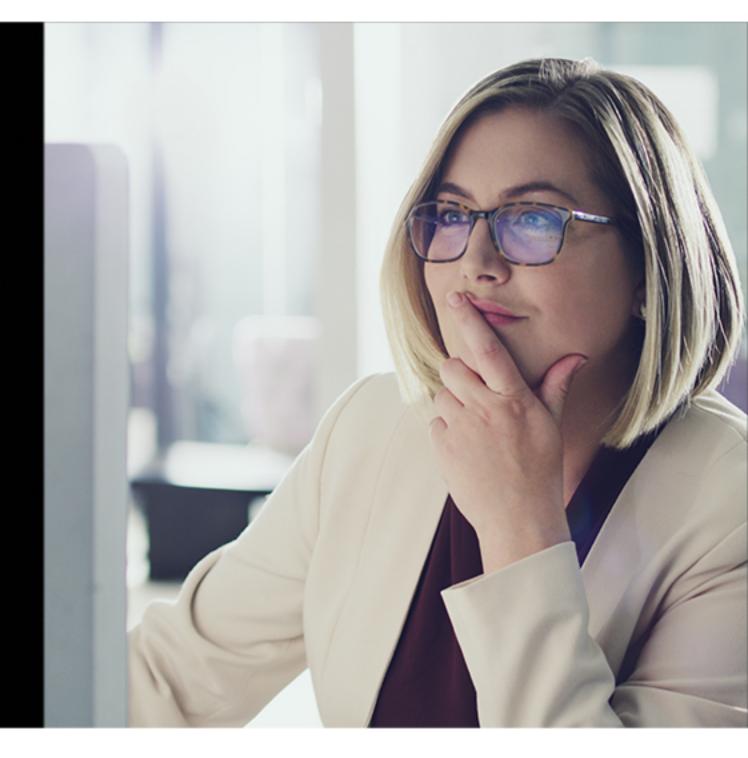
## **Subject lines:**

5% discount is waiting



## When clients bundle up, they can save a cool 5%.

Empire gives your customers big savings. New products. And no waiting periods.



## Dear [Personalized],

With Empire, customers can get a 5% discount on dental, vision and life coverage when new dental is purchased with vision and/or life.

You'll find there are new products with our Dental Essential Choice PPO Plans. Better yet, there are no waiting periods on employer-sponsored dental plans. Plus, Anthem offers pricing protection with a 24-month rate guarantee.

Check out the attached material and find out all the ways we can help you help your customers. If you have questions, please call me at XXX-XXX-XXXX or email me. I'm here for you.

Best,

Anthem Representative Title