

## New Dental Choice Announces Rebranding and Website Launch

San Diego, CA (releasewire.org) June 8, 2011 – New Dental Choice, a comprehensive and affordable [discount dental plan](#), has introduced a new brand identity and website designed to make it easy for consumers to understand and access discounted dental care locally.

In line with the company's straightforward and consumer-focused philosophy, the website provides clear information, pricing, and sign-up buttons. The new brand look features a fresh, modern color palette, and clean design elements. The more friendly and accessible [NewDentalChoice.com](#) website enables users to easily find discount dental plans for individuals, families and groups of all sizes.

"We've already received a positive response from people looking for participating dentists in their area and discount pricing on specific dental procedures," says Dr. Michael S. Grossman, President and CEO at First Dental Health, the parent company of New Dental Choice. "We think the upbeat look of the new logo and website conveys that we are different, and in most cases a smarter choice for individuals than dental insurance. Our passion is providing premium dental care at affordable prices."

Skybox™ Creative, a San Diego agency offering innovative branding and web design solutions, developed the new brand look and feel. The new logo showcases a "C" for choice in crisp blue and white and the dental plan's name, with the tagline, "you save, you smile." The site includes an easily accessible sitemap on the foot of each page, useful links in the navigation bar, and ways to find out more about discount dental plans and connect with the company via social media.

The new brand identity and website build on the already-solid reputation of New Dental Choice. A product of First Dental Health, New Dental Choice was the first licensed discount health care plan in California. Their dental plans' network includes over 17,000 credentialed dentists in California, Arizona and Nevada, and the company is currently on the path to becoming a nationwide discount dental plan this year.

**About [New Dental Choice](#):** Designed by practicing dentists, discount dental plans by New Dental Choice offer pre-negotiated discounts of between 15 and 60 percent on over 370 dental procedures. The company's discount dental plans offer dental plan memberships as an alternative to more costly dental insurance plans. Unlike dental insurance, New Dental Choice dental plans are active immediately, have no restrictions, and no annual maximum benefit

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