

UNITED CONCORDIA DENTAL

Insuring America's Dental Health

FOR IMMEDIATE RELEASE

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UNITED CONCORDIA AND COLUMBUS LIONS TEAM UP TO OFFER FREE DENTAL SERVICES

Community outreach efforts will help children

HARRISBURG, Pa. (June 15, 2009) – According to the Georgia Department of Human Resources, 56 percent of all surveyed third-grade students in Georgia have some tooth decay, and more than a quarter, 27 percent, have untreated decay. These numbers represent a significant challenge, as the report indicates poor oral health is a problem among Georgia residents.

To help children with their oral health needs, national dental insurer United Concordia Dental will provide dental screenings Friday, June 19, at the Columbus Civic Center, 400 Fourth Street, Columbus, Ga., to 100 area kids who are members of the Boys & Girls Club. A local Kool™ Smiles office will provide dentists and hygienists to perform the screenings.

“These kids come from a population that is uninsured or underinsured,” said Jim Wink, chief executive officer of the Boys & Girls Club of the Chattahoochee Valley. “We know that this kind of intervention can be very positive for them and hopefully they will continue with good dental health practices.”

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“Looking at the statistics for Georgia, we know these services are very important for these children,” said Harlon L. Robinson, United Concordia’s vice president of human resources and administration and corporate diversity chairman. “We know prevention saves parents money and saves kids from pain and lost days of school.”

“We are so pleased to work with United Concordia on this project,” said Stephanie Lainez, marketing director for the Columbus Lions. “Children that attend the screening will also meet players and dance team members, and will be able to attend the Columbus Lions football game that evening.”

During the first quarter of 2009, United Concordia’s community outreach program provided more than \$100,000 in free dental care to the underserved. During the year, the company plans to hold a total of 60 dental clinics across the United States.

About United Concordia Dental

United Concordia Dental, headquartered in Harrisburg, Pa., is one of the nation’s largest dental insurers with approximately 8 million members worldwide and 2008 revenues of \$1.4 billion. United Concordia Dental has a company-wide dedication and commitment to superior customer service which is evident in the design, implementation, administration and servicing of its dental benefits programs. For more information about United Concordia Dental products, visit www.unitedconcordia.com.

PHOTO OPPORTUNITY

EVENT: Dental Clinic Screening sponsored by United Concordia

DATE: Friday, June 19, 2009

TIME: 5 – 7 p.m.

**LOCATION: Columbus Civic Center, 400 4th Street, Columbus, Ga.—
Corporate suite location, 2nd level of Civic Center**

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