



FOR IMMEDIATE RELEASE

Sharon M. Muscarella Joins United Concordia Team
Responsibilities include overseeing national sales and marketing

HARRISBURG, PA (July 13, 2009) – Sharon M. Muscarella has been named senior vice president of sales and chief marketing officer for national dental insurer United Concordia. In this position, Muscarella will oversee the company's national sales and marketing efforts.

“Sharon brings broad, extensive experience in health insurance to her new role, including prior positions involving business development, marketing, strategic planning, network development and operations,” said Chip Merkel, United Concordia president and chief operating officer.

Muscarella comes to United Concordia from Amerigroup Corporation, headquartered in Virginia Beach, Va., where she had national responsibility for provider networks, establishing corporate protocols, network development in expansion markets, medical earnings improvements initiatives and overseeing new and renewal contracts for hospitals, physicians and ancillary providers in existing health plans.

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Prior to Amerigroup, Sharon worked at Independence Blue Cross (IBC), directing efforts to re-engineer transactional operations for AmeriHealth. She began her health insurance career at HealthAmerica, where she was a member of the senior management team. Her experience there included strategic planning, cross-functional/multi-discipline business development, operations, sales and marketing.

“I am excited about joining United Concordia, getting to know my co-workers and identifying how I can support the team in meeting our goals and objectives for 2009 and beyond,” said Muscarella.

Muscarella graduated with a Bachelor of Science Business Administration degree (BSBA) in marketing and management from Shippensburg University and with an Executive Master’s in Business Administration (MBA) from Villanova.

About United Concordia

United Concordia, headquartered in Harrisburg, Pa., is one of the nation’s largest dental insurers, with nearly 8 million members worldwide and 2008 revenues of \$1.4 billion. United Concordia 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 products, visit www.unitedconcordia.com.

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