

UNITED CONCORDIA

Insuring America's Dental Health

For Immediate Release

United Concordia Celebrates National Children's Dental Health Month

Online Dental Health for Kids' Section Helps Children Have Fun While Learning About Good Oral Health

HARRISBURG, Pa. (February 12, 2008) – This month national dental insurer United Concordia is celebrating Children's Dental Health Month by providing children with fun, online activities that encourage mouth-healthy habits for a lifetime.

“Although we tell people of all ages about the benefits of good oral health throughout the year, this month provides us with a special opportunity to focus on children and the important tie between proper dental care and a healthy mouth and body,” said Dr. Richard Klich, United Concordia's National Dental Director. “Good habits cannot start too young. If we can get children to learn to keep their teeth and gums healthy, there's a good chance they will continue to do so throughout their lives. “

To encourage children to take care of their smiles and have fun while they learn, United Concordia offers online activity pages that include crossword puzzles, word searches and coloring pages that are packed with dental health information. The online fun pages can be saved or printed, making them accessible and affordable tools for parents and teachers to use during National Dental Health Month, or year-round.

In addition to making online educational tools available, United Concordia also stresses the important role that adults play in children's oral health. Supervising children's brushing and flossing habits, scheduling regular dentist

visits, and limiting sugary snacks are just a few ways that they can help children keep their mouths and bodies healthy.

For more information on a variety of dental health topics or to check out United Concordia's dental activity pages for kids, please visit our Web site at www.unitedconcordia.com and click on the Members tab.

About United Concordia

United Concordia Companies, Inc., headquartered in Harrisburg, Pa., is one of the nation's largest dental insurers, with more than 7.5 million members worldwide. In 2007, United Concordia processed more than 12.9 million claims and attained revenues of \$1.3 billion. For more information about United Concordia products, visit www.unitedconcordia.com.

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Contact: George Yanoshik
Phone: 717-302-4251
Email: george.yanoshik@highmark.com

Contact: Kurtis Shook
Phone: 717-260-6983
Email: kurtis.shook@ucci.com