

UNITED CONCORDIA

Insuring America's Dental Health

FOR IMMEDIATE RELEASE

United Concordia Launches New Online Dental Health Center
Smile for Health® Dental Health Center Highlights the Importance of Oral Health to
Overall Health

Harrisburg, PA (April 21, 2008) – National dental insurer United Concordia today unveiled the **Smile for Health®** Dental Health Center on the company's Web site, www.unitedconcordia.com, empowering consumers to take charge of their oral health. Informative dental health brochures, articles and children's pages, all available online, stress the importance of good dental hygiene, dentist visits and the growing number of studies that link dental disease with certain health conditions.

"United Concordia is committed to improving the oral and overall health of our members," says Dr. Richard P. Klich, United Concordia's National Dental Director. "The **Smile for Health** Dental Health Center provides members with tools and knowledge that can be used to make informed decisions about their oral and overall health."

United Concordia introduced its new dental health center in response to recent studies suggesting a link between increased oral bacteria and a number of physical conditions, including heart disease, stroke, diabetes, respiratory disease and preterm births.

"Good oral health is paramount to overall health," said Dr. Klich. "Our goal is to make dental health information readily available, fun and understandable, while encouraging our members to focus on their daily oral care in order to decrease their risk of dental disease and benefit their overall health."

Consumers can access **Smile for Health** Dental Health Center brochures on the oral and systemic health connection, as well as general dental health articles, kids'

activity pages and more, by visiting the United Concordia Web site, www.unitedconcordia.com, and clicking on **Smile for Health** Dental Health Center.

About United Concordia

United Concordia Companies, Inc., headquartered in Harrisburg, Pa., is one of the nation's largest dental insurers, with more than 7.7 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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