



FOR IMMEDIATE RELEASE

National Dental Insurer United Concordia Becomes New Dental Benefits Provider for Geisinger Health System

Program to Offer Coverage to Over 12,000 Geisinger Employees

HARRISBURG, Pa. (January 23, 2008) – National dental insurer United Concordia Companies, Inc. has been awarded the dental contract with Geisinger Health System.

Beginning January 1, United Concordia became the administrator of Geisinger's current dental benefits, offering more than 12,000 Geisinger employees comprehensive dental coverage and access to quality care at over 115,000 dentist locations through its Advantage *Plus* network.

"Geisinger wanted a dental insurer that could provide affordable dental benefits and services that are responsive to the needs of its employees and their families," said Vince Pinizzotto, United Concordia's regional vice president. "United Concordia's dedication to its members' oral and overall health makes it a perfect fit for Geisinger."

Eligible Geisinger employees and their dependents will have access to United Concordia's Interactive Voice Response (IVR) system that provides telephone access to benefit information seven days a week, 24 hours a day. Members may also register to use United Concordia's secure, online tool, My Dental Benefits, to view their dental benefit information, including eligibility and claim status.

About United Concordia

United Concordia Companies, Inc., headquartered in Harrisburg, Pa., is one of the nation's largest dental insurers, with nearly 7.5 million members

worldwide. In 2007, United Concordia processed more than 12 million claims and attained revenues exceeding \$1.3 billion. For more information about United Concordia products, visit www.unitedconcordia.com.

About Geisinger Health System

Geisinger Health System is one of the nation's leading fully integrated health care providers. Founded in 1915, Geisinger serves more than two million residents throughout central and northeastern Pennsylvania. The physician-led organization is at the forefront of the country's rapidly emerging electronic health records movement. Geisinger includes three major regional medical centers, a 650-member group practice, a not-for-profit health insurance company, and the Geisinger Center for Health Research dedicated to creating innovative new models for patient care, satisfaction and clinical outcomes.

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