



NEWS RELEASE

Anthony A. Cook Named To DCPG Board of Directors

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FOR IMMEDIATE RELEASE:

(March 24, 2009) □ The Dental Care Plus Group Board of Directors has appointed Anthony A. Cook to fill an open seat.

Cook, DCPG president and CEO, has served as the company's top executive since February 2001. In that time, DCPG's dental membership has grown by about 89 percent and premium revenue has increased by almost 148 percent. When Cook took the reins at DCPG, the company operated exclusively in greater Cincinnati and Northern Kentucky. Today, membership in expansion markets and new products represents 15 percent of the company's total membership, even as membership has grown rapidly within the home market and in well-established product lines.

"Tony's appointment to the board of directors reflects the profound impact of his leadership on DCPG as well as how much the company has changed during his tenure," said Stephen Schuler, DMD, Chairman of the DCPG Board of Directors.

"People who knew the company ten years ago and even three years ago are constantly taken aback by how much larger, more sophisticated and, frankly, more competitive DCPG has become," said Schuler. "In recent years, the Board of Directors has recruited several business executives with expertise in management, accounting and finance to serve on the board. When we decided that we needed another management expert, it seemed natural to appoint the best talent close at hand."

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Cook has almost 30 years of management experience in the health care industry. Prior to joining DCPG, he was the administrator of an HMO plan, director of health systems for the largest Blue Cross and Blue Shield HMO in Ohio, executive director of a provider-owned health plan and a consultant to several companies competing in a managed care environment. Cook holds a bachelor's degree in psychology, a master's degree in guidance and counseling, and a master's in business administration.

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Dental Care Plus originated in 1986 by a group of greater Cincinnati and Northern Kentucky dentists. Today, The Dental Care Plus Group is the largest dental insurer in the greater Cincinnati/ Northern Kentucky area with rapidly expanding operations throughout Kentucky and the Miami Valley area of Ohio. The company is headquartered in Sharonville, Ohio.