



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

HEALTH PLAN ALLIANCE PARTNERS WITH NEWKIRK ON MEMBER COMMUNICATIONS DISCOUNTED TARGETED COMMUNICATIONS FOR MEMBERS

ALBANY, NY, September 26, 2008 — Newkirk, a nationally known managed care communications provider, announced today that Health Plan Alliance, the national alliance created to support regional provider-sponsored and independent health plans, has partnered with Newkirk for cost-effective delivery of a comprehensive suite of member communications from enrollment through retention.

“Newkirk’s streamlined member communications and cutting-edge technology address the communication needs of the groups we support,” said Dennis Bolin, CFO of Health Plan Alliance. “The Alliance takes pride in bringing together industry providers that will benefit our members and Newkirk is a natural fit,” Mr. Bolin added.

“We’re confident that our member communications suite will address the needs of the Alliance members,” said Pete Newkirk, president of Newkirk. “Our managed care solutions have proven effective for Newkirk clients across the country,” Newkirk continued. “We’re delighted to work with the Alliance and share their enthusiasm to support their members.”

Newkirk’s state-of-the-art production methods allow Newkirk to create and distribute

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relevant and targeted health-care materials on-demand. Enrollment booklets, welcome books, and cutting-edge ID cards, are some of the many options quality member materials to choose from. Contact Newkirk at 518-862-3321 or, go to www.newkirk.com for more information.

About Health Plan Alliance

Executives representing eight health plans formed a work group in 1995 for the development of the Alliance. They shaped a direction for the Alliance and created a business to address the specific needs of the provider-sponsored HMO market and synergy among its members. These organizations formed a limited liability corporation. The ownership structure, governance and staffing was finalized and the LLC incorporated in June 1996 as the HMO Alliance. New shareholder and partner members are being sought among other provider-sponsored and independent health plans. For more information, please visit www.healthplanalliance.org.

About Newkirk

Newkirk is a leading provider of member pre- and post-enrollment, member retention, and provider communications for managed care organizations, third party administrators, and self-funded plans. Newkirk's online publishing systems and cost-efficient communications give organizations an edge from enrollment through retention.

For more information, visit www.newkirk.com or call 518-862-3321.

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