



FOR IMMEDIATE RELEASE

August 13, 2007

Moser named Unison's director of marketing

Pittsburgh, Pa. (August 13, 2007) -- Brandon Moser has joined Unison as its director of marketing.

Moser comes to Unison from Schaller Anderson, where he was the corporate marketing manager. He previously held positions with CIGNA Healthcare and Blue Cross Blue Shield of Arizona.

Moser brings 15 years of experience in healthcare marketing and operations to the company. He holds a Master of Science degree in health promotion from Northern Arizona University.

He will oversee Unison's marketing and communications department. His responsibilities include the development of strategic marketing plans for Unison's various products. Moser will lead the strategy and planning of advertising, promotion and public relations activities, including print, electronic and direct mail; evaluation of marketing projects; and the establishment and monitoring of strategic direction.

About Unison Health Plan

With years of steady growth, Unison has become a leader in public sector health plans, serving more than 340,000 members and 35,000 providers in Delaware, New Jersey, Ohio, Pennsylvania, South Carolina and Tennessee. Unison Health Plan of Pennsylvania again earned a rating of "Excellent" in 2006 for its Medicaid Program from the National Committee for Quality Assurance (NCQA). Unison provides high quality, cost effective health care and responsive customer service that empowers its members and providers to work together for better health.

For additional information, visit www.unisonhealthplan.com.