



FOR IMMEDIATE RELEASE:

**THE DENTAL CARE PLUS GROUP
ELECTS FOLEY TO BOARD**

***Local Business Leader, James T. Foley,
Joins Board of Regional Dental Benefits Leader***

CINCINNATI, OH (April 26, 2012) – The Dental Care Plus Group (DCPG), a regional provider of dental and vision insurance, announced the appointment of James T. Foley to its Board of Directors at the company’s annual shareholder meeting last evening.

“DCPG decided to add a board member earlier this year with a background in marketing, communications and sales to complement the expertise in finance, accounting and technology already represented on our board of directors,” said Anthony A. Cook, MBA, MS, DCPG President & CEO. “We interviewed several very impressive candidates, but Jim was our top pick. We feel really fortunate to have found someone with the amount of ‘C-Level’ experience whose business philosophy is such a strong match. He understands the danger of becoming a commodity and the importance of culture to the long-term sustainability of an organization.”

With 40 years of broad-based business experience, and 27 years in upper management, Foley has a track record of growing companies, increasing market share, cutting waste, and streamlining efficiency for multiple companies.

“I was flattered to be considered for the DCPG Board of Directors,” said Foley. “I’ve enjoyed DCPG’s benefits for years and have heard great comments from our human resources team, but the more I learn about the company from the inside, the more impressed I am.”

Foley has served as President of Grote Enterprises, LLC, for the past nine years, supporting the development and growth of the Grote Family of Businesses which include T.J. Dyer, CINFAB and Commercial HVAC, all regional Mechanical Contracting firms... Jim was President and Owner of Moraine Molded Plastics, Inc., where he doubled the sales in a down economy in 30 months, VP of Marketing and Business Development for Parker Electromechanical Products, a Division of Parker-Hannifin Corporation, VP of Computer Technology Corporation, Executive VP and COO of Crable Sportswear, VP of Marketing, Sales and Operations for Mutual Manufacturing & Supply Company, and VP of Aim Packaging, Inc.

Foley is currently President and CEO of PIVOTek, LLC, a newly formed Cincinnati company specializing in pre-manufactured bathroom pods for the Hospital and Health Care Industry. In early April, Foley oversaw the relocation to a manufacturing facility that will quadruple production capacity.

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Foley received a Bachelor of Science Degree in Business Administration from Xavier University, and served as a Public Affairs officer in the U.S. Army completing a minor equivalency in Public Relations at the Defense Information School, Ft. Benjamin Harrison, in Indiana. He and his wife Cathy have been married 44 years and have two adult children and nine grandchildren.

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The Dental Care Plus Group provides dental insurance and third-party administration services to employers based in Ohio and Kentucky. DCPG insurance plans cover employees living anywhere in the United States through a dentist network of more than 121,000 locations. The company was founded in 1986 by dentists practicing in greater Cincinnati and Northern Kentucky. Today, the company is the region's leading dental insurance carrier.

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