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**The Dental Care Plus Group Adds Sarah Fry  
to Marketing and Corporate Communications Department**

**(Cincinnati OH, June 14, 2013)** – The Dental Care Plus Group (DCPG), a leading provider of dental insurance, announced the addition of Sarah Fry to the Marketing and Corporate Communications Department. Fry will serve as Marketing Specialist with a concentration on messaging and content management. Fry began with DCPG in April of 2013.

Fry's primary responsibilities include developing and executing a coherent content strategy across several distinct business and consumer audiences. She will ensure all DCPG communications adhere to a consistent tone and messaging, through traditional and digital mediums.

As Marketing Specialist, Fry will serve as a key contributor to marketing DCPG's evolving business-to-business model and new business-to-consumer model. She will track marketing trends and oversee media relations efforts as well as drive stakeholder engagement through strong writing, listening, and critical thinking skills.

Fry has worked in the communications field for the past 15 years, most recently in the government, non-profit arena. Fry earned a Bachelor of Communication Arts in public relations from Xavier University.

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*The Dental Care Plus Group provides dental insurance and third-party administration services to employers based in Ohio, Kentucky and Indiana. In addition, the company markets Vision Care Plus, a line of vision insurance products sold in conjunction with DCPG's dental plans or separately. DCPG insurance plans cover employees living anywhere in the United States through a dentist network of more than 140,000 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. For more information, visit: [www.dentalcareplus.com](http://www.dentalcareplus.com).*