



FOR IMMEDIATE RELEASE

**THE DENTAL CARE PLUS GROUP
ELECTS MARK BRONSON TO BOARD**

*Local Leader in Organized Dentistry, Mark E. Bronson, DDS,
Joins Board of Regional Dental Benefits Leader*

CINCINNATI, OH (May 13, 2013) – The Dental Care Plus Group (DCPG), a regional provider of dental and vision insurance, announced the election of Mark E. Bronson, DDS to its Board of Directors at the company’s annual shareholder meeting on April 24.

Dr. Bronson is the immediate Past President of the Ohio Dental Association and Past President of the Cincinnati Dental Society as well as a second-generation dentist with more than 20 years of experience in the private practice of general dentistry in Cincinnati, Ohio.

“Dr. Bronson brings a wealth of knowledge and experience to DCPG’s Board of Directors,” said Anthony A. Cook, MBA, MS, DCPG President & CEO. “Mark has proved a valuable leader in the dental profession, and as a dentist-owned insurance carrier, we believe he will prove a valuable source of guidance on how to grow our dental benefits expertise in response to an environment being reshaped by changing demographics and legislation.”

Dr. Fred Bronson, his father, recently retired from DCPG’s board. Dr. (Mark) Bronson started practicing dentistry with his father immediately upon graduating from The Ohio State School of Dentistry. He now owns and operates his own practice: Bronson Dental.

“Joining the DCPG Board of Directors is a great honor, one that I accept with sincere enthusiasm,” said Dr. Bronson. “I believe that a dentist-owned carrier provides tremendous value wherever it operates -- to patients, employers who sponsor dental benefits for their employees and for the dentists delivering services. To preserve the legacy of my father and other DCPG founders, the company needs to continue to deploy smart business practices that align with the principles of fair play, innovation that preserves quality care, and products that prove valuable to consumers and dentists. I look forward to being a part of DCPG’s evolution as the company grows regionally and offers solutions to a changing marketplace.”

There are currently 13 members serving on DCPG’s Board of Directors. Seven board members are dentists and the remaining six are representatives from the private-sector. Each member must be elected to the serve on the board by DCPG’s shareholders. Dr. Bronson will serve a two-year term at which point he will be eligible for re-election.

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Dr. Bronson is a member of the International College of Dentists, the American College of Dentists and the Pierre Fauchard Academy. He serves as a staff dentist for Hamilton County Youth Center and enjoys coaching basketball for high school and elementary school teams.

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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.

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