

COALITION AMERICA INTRODUCES NEW VP OF DENTAL AND THE ACQUISITION OF QUALIDENT ASSETS

Atlanta, Georgia – May 27, 2011. Coalition America, Inc. (CAI), the first organization to offer out-of-network dental cost containment services to the industry, welcomes Dr. Roma Virani as vice president of its newly formed Dental Division. “Roma brings more than 15 years experience from both the provider and payor perspectives of the dental industry,” says Tina Ellex, president of Coalition America. “Her insight and strategic vision have been invaluable in the continued growth of our dental product.” Previously, Dr. Virani worked as a senior leader at Assurant Employee Benefits and its network DHA, and before that at Oxford Health Plans.

Dr. Virani received her degree in Dental Surgery from the University of Bombay, and holds an M.B.A. from the University of Connecticut. In her new position, she has assumed responsibility for Coalition America’s dental business and the development and execution of the company’s dental strategy. “This is a unique and exciting opportunity for me,” says Dr. Virani.

On May 25, 2011, Coalition America acquired the assets of Qualident, Inc., a dental PPO network in New York and New Jersey with over 4,000 referable locations. Similar to the acquisition of the 4MOST networks completed last month, this acquisition was funded entirely using current cash reserves. “We are pleased with this new addition, as well as the acquisition of the 4MOST networks,” adds Dr. Virani. “By adding these participating dentists to our own direct proprietary network, we significantly expand our geographic presence in the northeast, which in turn positions CAI to provide an even greater competitive and more diversified product offering on an in-network and an out-of-network basis to current and new clients.”

About Coalition America

Coalition America, Inc. is a market leader providing comprehensive solutions for managing medical, dental, & workers’ compensation healthcare costs. CAI utilizes proprietary provider

contracts, PPO networks, and provider negotiations to achieve industry leading savings for its national client base of insurance carriers, TPAs, and plan sponsors.

For more information about Coalition America, please visit our website at www.CoalitionAmerica.com or call (404) 459-7201.