



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

QualChoice and Newkirk team up for members

ALBANY, NY, May 3, 2007 — Newkirk, a nationally known managed care communications provider, announced today that QualChoice, one of Arkansas' largest domiciled managed care companies, has partnered with Newkirk for development and delivery of a comprehensive suite of member communications from enrollment through retention.

“Newkirk’s streamlined publishing solution for pre- and post-enrollment, including ID cards, will greatly enhance the speed and flexibility of these communications efforts,” said Michael Stock, Chief Operating Officer and Chief Financial Officer of QualChoice. “QualChoice takes pride in its plan services, and now, with a fully integrated communications solution, we can continue to deliver important information effectively,” Stock added.

“We’re delighted that our member communications suite addresses the needs of a highly reputable organization like QualChoice,” said Pete Newkirk, president of Newkirk. “Our managed care solutions have proven effective in recent years,” Newkirk continued. “We’re confident QualChoice will benefit from our reliability and leading-edge products.”

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Newkirk's state-of-the-art production methods allow Newkirk to create and distribute relevant and targeted health care materials on-demand. Enrollment booklets, Welcome Books, Benefit Statements, and cutting-edge ID cards, are some of the many options of quality member materials to choose from. Contact Newkirk at 518-862-3321 or go to www.newkirk.com for more information.

About QualChoice

QualChoice is an Arkansas-based health services company that offers a local alternative for employers desiring to have health benefit services for its employees and their dependents fully administered in Arkansas. Headquartered in Little Rock, it is the second largest domiciled managed care company in Arkansas. QualChoice offers a comprehensive line of health benefit and ancillary products on a fully insured basis and under self-insured and other alternative funding arrangements. The company has become a leader in providing competitively priced managed care products and excellent customer support.

About Newkirk

Newkirk is a leading provider of member pre- and post-enrollment, member retention, and provider communications for managed care organizations, third party administrators, and self-funded plans. Our online publishing systems and cost-efficient communications will give your organization an edge from enrollment through retention. For more information, visit www.newkirk.com or call 518-862-3321.

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