



NEWS RELEASE

For Immediate Release

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DELTA DENTAL OF VIRGINIA ANNOUNCES HIRE OF TINA BAILEY AS NEW PUBLIC BENEFITS COORDINATOR

Roanoke, VA - April 7, 2009 – Delta Dental of Virginia has added a new staff position as part of the company’s strategic focus on improving oral health education and access to oral health care for Virginia’s at-risk children.

Tina A. Bailey, CDA, CDPMA, who has been working since 2005 as Delta Dental’s Smart Smiles® Executive Director for the Virginia Alliance of Boys & Girls Clubs, has transitioned to a full-time position with Delta Dental of Virginia.

As a result of Bailey’s efforts at the Boys & Girls Clubs, nearly 1,000 Boys & Girls Clubs members enrolled in Delta Dental’s Smart Smiles program. The highlight of her work with this program each year is Give Kids A Smile® Day, which is held at venues around the state.

In her new role as Public Benefits Coordinator at Delta Dental, Bailey will continue to support existing Delta Dental’s Smart Smiles programs and Give Kids A Smile Day initiatives. She will also explore additional innovative oral health community partnerships and ways to adapt Smart Smiles to serve more of Virginia’s at-risk children.

Prior to joining Delta Dental, Bailey served as Director of Dental Service at Crossover Ministries. She has 27 years of experience in the dental field. Bailey holds a degree in Dental Assisting from Guilford Technical College in Jamestown, North Carolina and her certification in Dental Assisting and Dental Practice Management Administration through the Dental Assisting National Board.

About Delta Dental of Virginia

Delta Dental of Virginia, headquartered in Roanoke, was created in 1964 by the Virginia Dental Association and chartered by the General Assembly, as a not-for-profit service corporation the same year. Delta Dental provides employee dental benefits through a variety of managed fee-for-service and PPO plans covering over 1.3 million enrollees in over 3,100 groups. Delta Dental of Virginia is a member company of the Delta Dental Plans Association, the nation’s largest, most experienced dental benefits carrier providing dental coverage to over 51.6 million people in

over 93,000 groups across the nation.

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