



An Excellus Company

MedAmerica Insurance Company of New York
Home Office: Rochester, NY

MedAmerica Insurance Company
Home Office: Pittsburgh, PA

FOR IMMEDIATE RELEASE

March 28, 2006

Record New Sales Make MedAmerica the 7th Largest Long Term Care Insurer Nationally

Rochester, NY...MedAmerica is reporting record sales for 2005 making it the fifth consecutive year the long term care insurer has outpaced industry sales averages.

Annualized new premium, posted at \$17.6 million, exceeded the industry growth rate by 20%. The number of new policies sold rose 66%, establishing MedAmerica as the seventh largest long term care insurer nationally based on new policies sold in 2005, and one of the fastest growing companies in the long-term care industry, according to LIMRA International, an industry researcher.

"We've accomplished our strategic objective set five years ago to achieve a Top 10 ranking in new sales, and we have our sights set on continued growth," comments Christopher D. Perna, president of MedAmerica. "This would not have been possible without the hard work and dedication of our incredible staff whose sole dedication to long term care is apparent in every aspect of our business."

Only two years ago, MedAmerica launched a revolutionary new product, CareDirections Simplicity[®], which is the highest-rated long term care insurance product on the market today (SellingLTC.com).

"Market acceptance of our Simplicity product has been outstanding," says Perna. "Feedback from our agents indicates that MedAmerica has a unique insurance product designed specifically for the long term care needs of baby boomers. Our sales growth out-paced the industry again this year which confirms that our product is light years ahead of the industry."

-more-

About MedAmerica

MedAmerica Insurance Company (Home Office: Pittsburgh, PA) and MedAmerica Insurance Company of New York (Home Office: Rochester, NY) are the long term care insurance subsidiaries of Lifetime Healthcare, a \$4.5 billion company located in Rochester, New York, that operates one of New York State's largest health insurers. MedAmerica is a leading long term care insurer of employee programs, including several states. MedAmerica is licensed in all 50 states and the District of Columbia with inforce policies in every state.

MedAmerica has been dedicated exclusively to long term care insurance since its founding in 1987. It has built a solid reputation as an industry leader by offering innovative, flexible, comprehensive products at competitive rates to employers, affiliations and individuals.