

**Count on us
for the long term.**

MEDAmerica

MedAmerica Insurance Company (Home Office: Pittsburgh, PA)
MedAmerica Insurance Company of New York (Home Office: Rochester, NY)

PRESS RELEASE

FOR IMMEDIATE RELEASE
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MedAmerica Gains Capital Strength in Partnership with Munich American Reassurance Company

Rochester, N.Y. - MedAmerica Insurance Company announces it has entered into an agreement with Munich American Reassurance Company (MARC) for reinsuring the MedAmerica CareDirections Simplicity® individual product. MARC is one of the largest and most highly regarded reinsurers in the U.S. This agreement will provide capacity to build capital and surplus while MedAmerica continues on its strategic path to gain market share in the long term care business.

“Again this year, individual sales are at an all-time high as we continue to outpace industry averages,” comments Christopher D. Perna, president of MedAmerica. “We foresee unlimited opportunity in the marketplace for future growth. To properly position and support MedAmerica Insurance Company's growth and capital needs, MedAmerica has set in place a strategic plan to pursue a reinsurance partnership.”

MARC is a part of The Munich Re Group, a preeminent company in global reinsurance. It is headed by Munich Reinsurance Company of Munich, Germany, and includes reinsurance subsidiaries, branches, service companies and liaison offices in more than 60 locations worldwide, serving insurers in more than 150 countries. MARC is licensed, accredited, or authorized in all 50 states, Washington, D.C., and Puerto Rico.

“MedAmerica has demonstrated both pricing and underwriting discipline over the last 18 years,” states Perna. “This new relationship with an A+ rated reinsurer further improves MedAmerica’s position as a financially strong company.” MARC has a Best's rating of A+ "Superior" and an A+ "Strong" from Standard and Poor's.

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www.MedAmericaLTC.com

MedAmerica has outpaced the long-term care industry averages in individual product sales for four consecutive years. Last year was the company's 15th consecutive year of positive operating results.

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 The Lifetime Healthcare Companies, 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, and has 18,000 contracted agents nationally. MedAmerica is licensed in all 50 states and the District of Columbia with in-force 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 and comprehensive products at competitive rates to employers, affiliations and individuals.