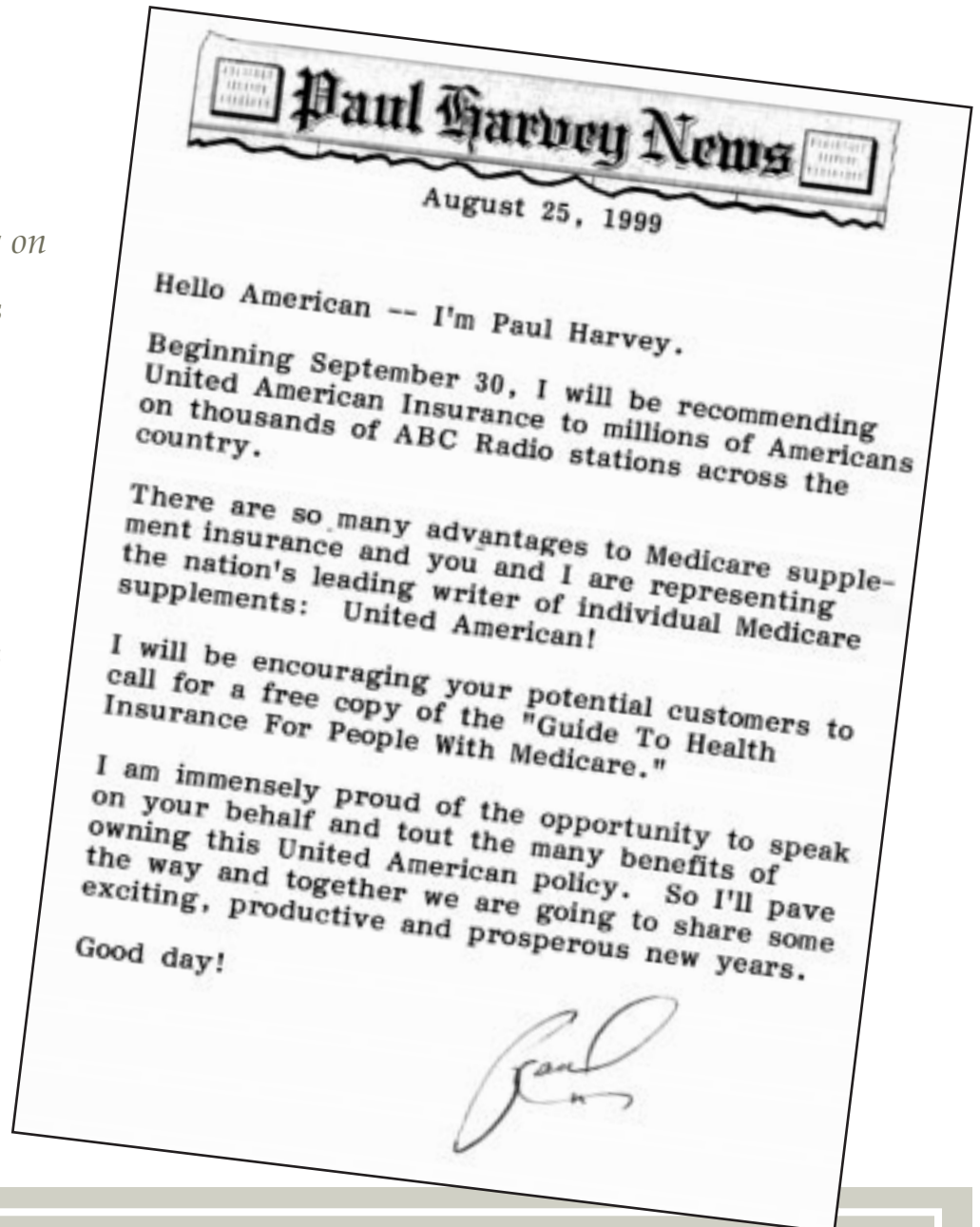


HEADLINE NEWS

... and Now the Rest

Paul Harvey endorsements are broadcast live three times daily on ABC Radio's 1,300 affiliates as well as 400 American Armed Forces radio stations.

Endorsements of United American will air weekly. In addition to radio endorsements "As heard on Paul Harvey" will be added to UA Medicare Supplement lead cards and advertising pieces.

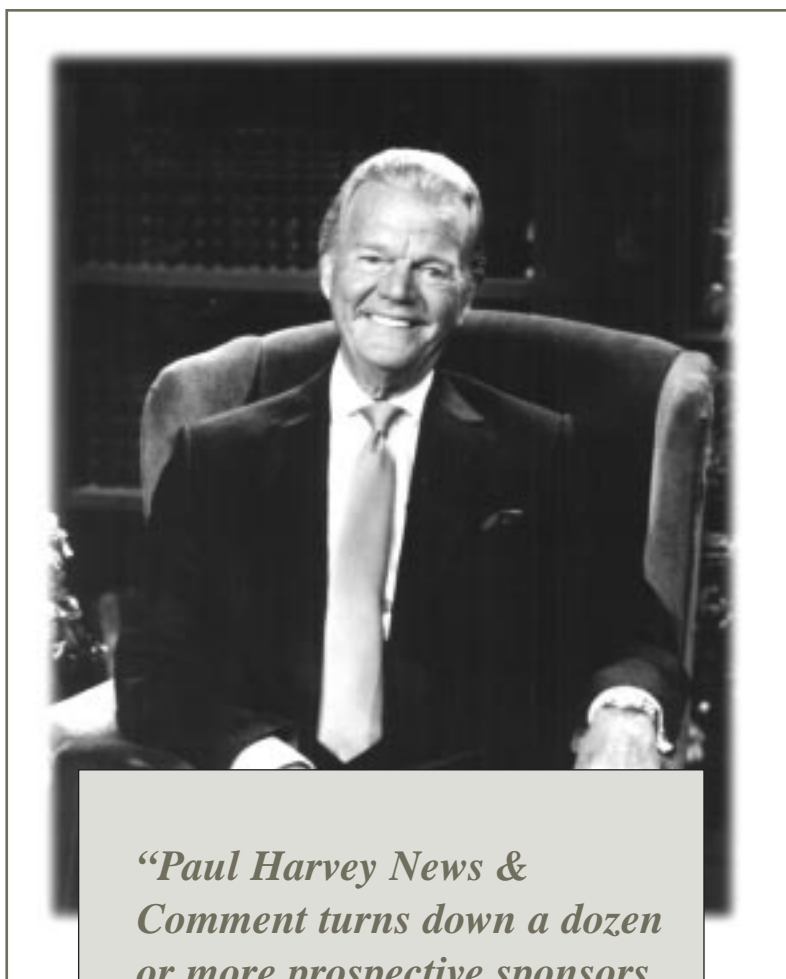


Top rated affiliates that air Paul Harvey News & Comment include:

WABC-AM (New York)	KABC-AM (Los Angeles)	WWDB-FM (Philadelphia)
KGO-AM (San Francisco)	WBZ-AM (Boston)	WGST-AM/FM (Atlanta)
WMAL-AM (Washington D.C.)	WJR-AM (Detroit)	KTRH-AM (Houston)
KOMO-AM (Seattle)	WTAM-AM (Cleveland)	
WBAP-AM (Dallas/Ft. Worth)	WGN-AM (Chicago)	

of the Story!

For decades, a nod from Paul Harvey has made virtually unknown companies and products household names. Why?



“Paul Harvey News & Comment turns down a dozen or more prospective sponsors for every one they pick. I can’t imagine trying to sell a product when I’m not 100% sold on it myself.”

Credibility — *People trust what he says.*

Integrity — *He actually believes in the products he endorses.*

Popularity — *His radio program reaches 21 million listeners a week, and boasts higher ratings than many TV talk shows and news programs.*

Articulation — *Paul Harvey presents a message in a style everyone can appreciate and understand.*

Successful track record — *Harvey-endorsed products see a significant boost in sales.*