IBADLINE 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.



Hello American -- I'm Paul Harvey.

Beginning September 30, I will be recommending United American Insurance to millions of Americans on thousands of ABC Radio stations across the country.

There are so many advantages to Medicare supplement insurance and you and I are representing the nation's leading writer of individual Medicare supplements: United American!

I will be encouraging your potential customers to call for a free copy of the "Guide To Health Insurance For People With Medicare."

I am immensely proud of the opportunity to speak on your behalf and tout the many benefits of owning this United American policy. So I'll pave the way and together we are going to share some exciting, productive and prosperous new years.

Good day!

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

WABC-AM (New York) KGO-AM (San Francisco) WMAL-AM (Washington D.C.)

KOMO-AM (Seattle)

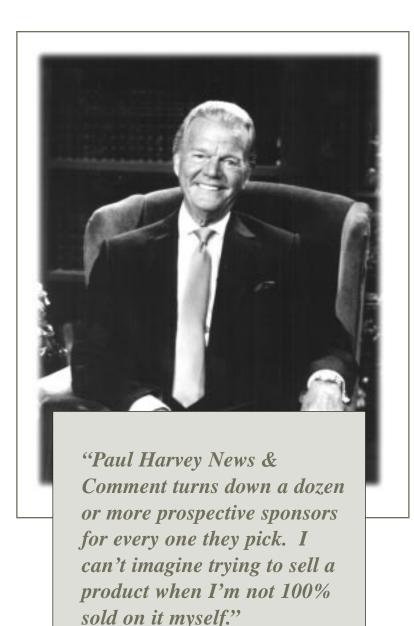
WBAP-AM (Dallas/Ft. Worth)

KABC-AM (Los Angeles) WBZ-AM (Boston) WJR-AM (Detroit) WTAM-AM (Cleveland) WGN-AM (Chicago)

WWDB-FM (Philadelphia) WGST-AM/FM (Atlanta) KTRH-AM (Houston)

of the Story!

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



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.