



ANDREW W. KING

*President,
Exclusive Agency
Division*

A handwritten signature in blue ink, appearing to read "Andrew W. King". The signature is fluid and cursive.

“Destiny is not a matter of chance, it is a matter of choice. It is not a thing to be waited for; it is a thing to be achieved.”

— W. J. Bryant

Selling What You Believe In

Last September Paul Harvey, the voice of radio, began recommending United American’s Medicare Supplement Insurance. I’ve been excited and optimistic that this association would prove to be beneficial. And, beneficial it has been.

The letters, comments, phone calls and emails have been overwhelming in regard to Paul Harvey’s endorsement. The Agents in the field are selling with confidence because of his sponsorship and, prospects are buying because they believe in his message.

At UA we are proud Paul Harvey has chosen to promote our Company because only one in 12 advertisers who apply for sponsorship are accepted! We are also proud of the number of Agents that have chosen to represent us in the field. In the first quarter of this year we have grown to an Agent force of over 2,832 — up 478 representatives from the end of 1999! Just like Paul Harvey, our Agents only choose to deal with a Company they believe in. For more on Paul Harvey see pages 6-7.

Here at United American we also believe that our growth is because of our outstanding customer service and excellent marketing programs. We feel this gives our Agents that competitive edge they need in the field. And, our T.E.A.M. effort is what gives this Company that competitive edge in this industry.

As always, I respect and appreciate your efforts toward a higher level of excellence. None of us is as strong as all of us working together to reach even higher levels of success.