

Paul Harvey Paves The Way

Paul Harvey, the most listened-to voice in American radio, only endorses products he believes in. So, you can understand our excitement when Paul Harvey began recommending United American. In a letter to UA Mr. Harvey said, "I'm immensely proud of the opportunity to speak on your behalf. I'll pave the way and together we are going to share some exciting, productive and prosperous future."

"Dear Mr. Harvey:

I'm a 71-year old, Medicare card carrying Agent for United American and a long time Paul Harvey listener. I couldn't have been more excited when I learned that you would be endorsing our Company and product.

I wanted you to know how much I appreciate having you on my team here at UA. The attached letter I received from one of my policyholders, Mr. Dale Roberts, speaks for itself."

Sincerely,

Nick Zilson, Unit Manager

"Dear Mr. Zilson:

This note is to commend you for your prompt follow-up to my call to United American.

I was not satisfied with the insurance carrier that I had. Listening to Paul Harvey extolling the 'United American Family' triggered my call. I believe this to be the first time I have reacted directly to radio advertising.

Thank you for your service and ability to prove to me that United American coverage is the path I should choose."

Yours Very Truly,

Dale E. Roberts, policyholder

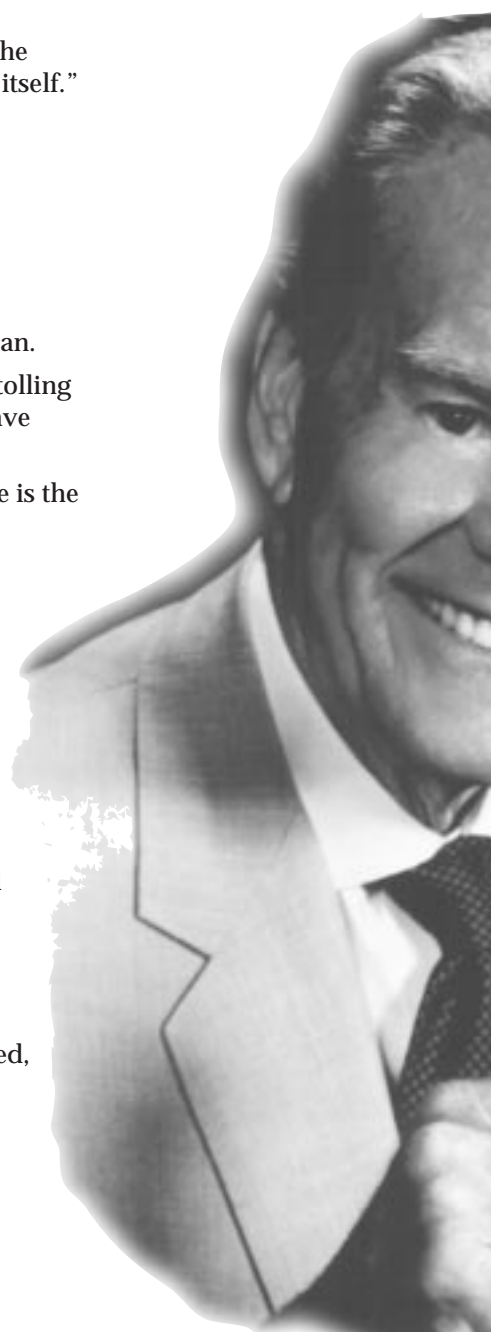
"Dear Andy:

An Agent shared in our Monday meeting how he solidified a sale. He knew this lady wanted to buy so he stayed with her a little longer than normal. She agreed to try United American so the Agent began filling out the paper work. He shared with the lady that Mr. Harvey is now a spokesperson for us. Her reply, 'Honey, you could have saved all your talking if you would have told me about Mr. Harvey at the very beginning.'

Another situation involved an Agent taking a Paul Harvey lead and contacting the prospect in person. Upon making the presentation and close, the husband asked his wife what she thought. She replied by putting the question back to him. He answered, 'Well, honey, if Paul Harvey said we needed it, we better do it.'

Sincerely,

Fred DiVittorio, Branch Manager



eves in. He turns down a dozen or more prospective sponsors for every one he
 United American Medicare Supplement Insurance last September.
 ur behalf and tout the many benefits of owning this United American policy. So,
 erous new years.” And, paved the way, he has...

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

Endorsements of United American are aired weekly. A schedule of when the spots will
 air during the 2nd Quarter of 2000 is listed below.



Paul Harvey 2nd Quarter Radio Schedule**

Week Of	Daypart*	Day	Date	Time
5/1/00	AM	Wednesday	5/3/00	8:30 am
5/8/00	AM	Saturday	5/13/00	8:30 am
5/15/00	PM	Friday	5/19/00	3:06 pm
5/22/00	MD	Monday	5/22/00	12:06 pm
5/28/00	MD	Tuesday	5/30/00	12:08 pm
6/5/00	MD	Wednesday	6/7/00	12:06 pm
6/12/00	AM	Thursday	6/15/00	8:30 am
6/19/00	MD	Saturday	6/24/00	11:10 am

*AM = morning; MD = midday; PM = afternoon.

**Check your Network Report to locate the nearest major city to you and
 the local radio station which airs the Paul Harvey show.