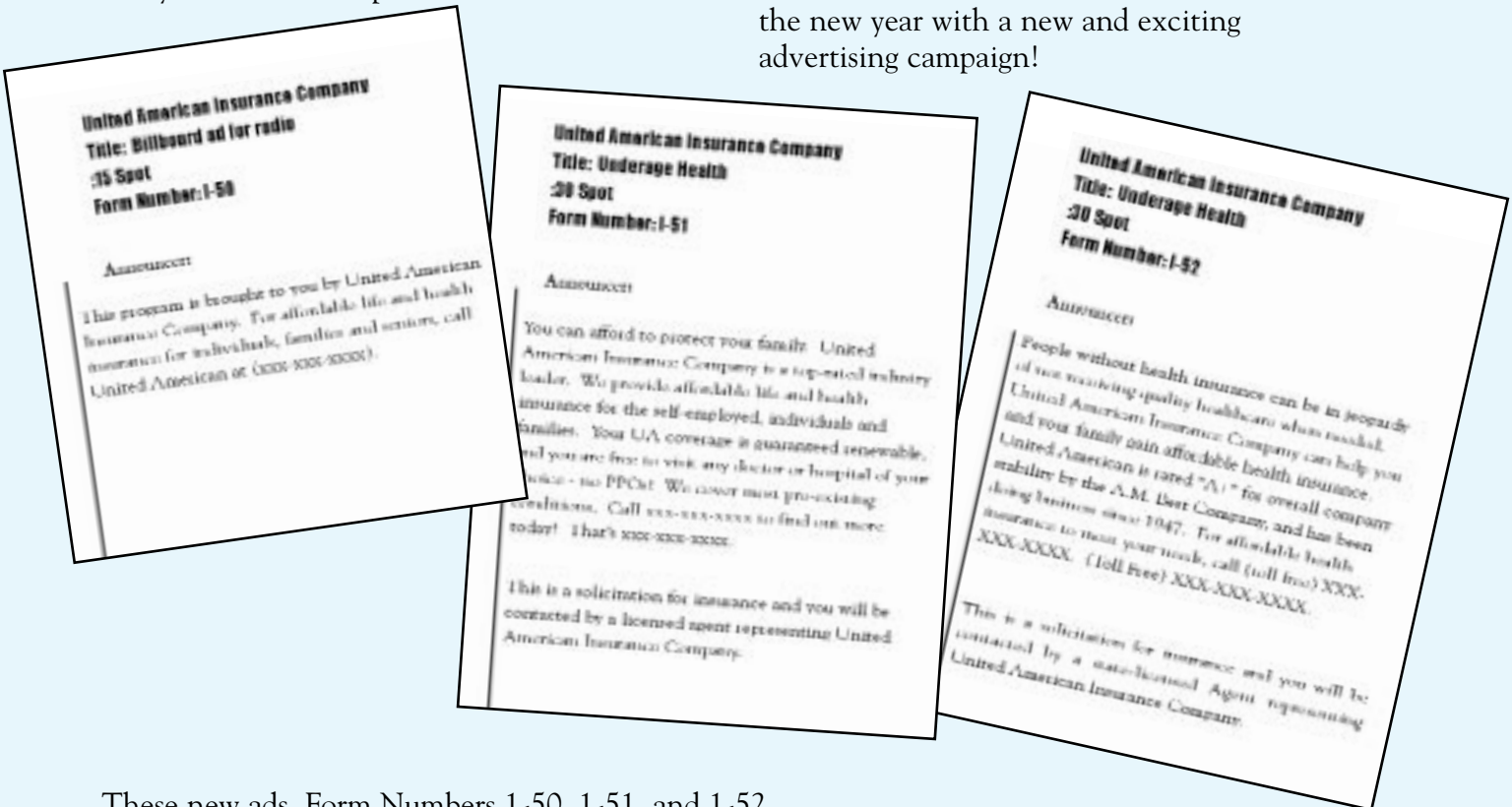


Don't Touch That Dial!



If you've never tried local radio advertising, why wait? The end of the old year and the beginning of the new year is a time when people are especially receptive to change. Along with making New Year's resolutions to lose weight and exercise more, there are just as many folks out there making a resolution to find affordable health insurance in 2004. Radio advertising is one more way to let them know who you are, how to reach you, and that you're ready and able to help them.

We have just made available three new radio ads to assist you: one billboard ad and two 30 second spots for Underage Health. The messages are short, but the results can be far-reaching. Through radio advertising, you can connect with segments of the population you might never have considered and greatly enhance your professional credibility. Contact your local stations to find out what advertising packages they offer in terms of costs and timeslots. Make your own resolution to start the new year with a new and exciting advertising campaign!



These new ads, Form Numbers 1-50, 1-51, and 1-52, have been approved in most states; please check the approval chart below. As with all advertising, you must obtain approval from Home Office before running any ads.

1-50, 1-51 and 1-52 are available in states marked with an "X" at press time.

AL	X	GA	X	ME	X	NJ	X	SD	X
AK		HI	X	MD	X	NM	X	TN	X
AR	X	ID	X	MI	X	NC	X	TX	X
AZ	X	IL	X	MN	X	ND	X	UT	X
CA		IN	X	MS	X	OH	X	VA	X
CO	X	IA	X	MO	X	OK	X	VT	
CT	X	KS		MT		OR		WA	X
DE	X	KY	X	NE	X	PA		WI	X
DC	X	LA	X	NV	X	RI	X	WV	X
FL	X	MA	X	NH	X	SC	X	WY	X