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DELTA DENTAL AWARDS ROSELIND RABINOWITZ “IOWA SMILES AWARD”

ANKENY, Iowa – May 19, 2008 – Delta Dental of Iowa today announced that Roselind Rabinowitz has been awarded the “Iowa Smiles Award,” recognizing Iowans who put smiles on the faces of others, especially in the fields of health care, education and community services.

Rabinowitz was nominated for her fundraising leadership to expand the dental clinic for Primary Health Care, Inc. (PHC) in Des Moines. In her nomination, Kelly Huntsman, Executive Director of PHC said, “Roselind recognized the need for PHC to go to the corporate community for additional funding. Without hesitation, she assumed the role of liaison between the dental clinic expansion and the Greater Des Moines philanthropic community. PHC will be forever grateful for the help she has provided to all those who need dental care.” As a community volunteer for more than 50 years, Rabinowitz has served on the Board of Directors for Orchard Place, is the past chairperson of the Jewish Institute and has served multiple times on the Synagogue Council.

“We are pleased to award Roselind Rabinowitz with the ‘Iowa Smiles Award,’” said Donn Hutchins, President and CEO of Delta Dental of Iowa. “The ‘Iowa Smiles Award’ was

created to recognize Iowans like Roselind that are community leaders and philanthropists who make our communities better.”

As an Iowa Smiles winner, Rabinowitz will receive a custom-designed award (pictured above) and Delta Dental of Iowa will donate 100 toothbrushes to the school or agency of her choice.

“Iowa Smile Awards” are presented quarterly by Delta Dental of Iowa throughout the state. For more information, or to make a nomination, go to www.iowasmilesaward.com.

Delta Dental of Iowa supports a number of community benefit programs as part of its not-for-profit mission to improve the oral health of Iowans. The company is the largest and most experienced provider of dental benefits in the state. The Iowa company is a member of the Delta Dental Plans Association, a national organization of not-for-profit Delta Dental plans. The national association is the largest dental benefits carrier in the nation providing coverage to more than 50 million people in nearly 88,000 employer groups.

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