



 DELTA DENTAL

News Release

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FOR IMMEDIATE RELEASE

Ronald McDonald[®] Care Mobile provides its two millionth dollar of care

(08/09/07 ISABEL, SD)-- Delta Dental of South Dakota announced today that the Ronald McDonald[®] Care Mobile, a fully equipped mobile dental office, has now provided \$2 million in dental care to underserved South Dakota children since the program's inception in September 2004.

To date, the program has seen 4,917 children in 34 different South Dakota communities ranging from Isabel to Edgemont and Sioux Falls to Aberdeen. The program provides care to children ages 0-21, regardless of their ability to pay.

"The Care Mobile has been a blessing for our isolated small communities," said Pam Locken, CEO of Prairie Community Health, Inc. "Other than Indian Health Service, there is only one part-time dentist in the entire northwest quadrant of the state. Delta Dental and Ronald McDonald House Charities have helped fill a desperate need for the parents and children of northwest South Dakota."

More than 160 dentists, dental assistants and dental hygienists have volunteered their time with the Care Mobile.

"Working with this program is incredibly rewarding," said Carrie Mikkonen, the Care Mobile's program manager. "Relieving kids from pain and providing them with healthy smiles makes everyone who works with the Care Mobile - from our volunteer dental professionals to the local site partners to the staff back at Delta Dental - proud to associate with the program."

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(Care Mobile, continued)

The Care Mobile program is a joint project between Delta Dental of South Dakota and Ronald McDonald House Charities of South Dakota, Inc. with support from the South Dakota McDonald's restaurant owners and the South Dakota Department of Health.

"Delta Dental of South Dakota's mission is to advance and promote the improvement of oral health in South Dakota," said Scott Jones, president and CEO of Delta Dental. "We're so pleased to be providing care to these children in need, and we thank our many partners that help contribute to the success of the program."

"The programs we support directly improve the health and well-being of children in South Dakota," says Marsha Frericks, executive director of Ronald McDonald House Charities of South Dakota. "Only through this great partnership are we able to bring this type of care to our state's children."

The Care Mobile is a fully equipped, modern dental office on wheels that is providing dental care directly to children in South Dakota who don't otherwise have access to care, regardless of their ability to pay.

As the most comprehensive health care delivery vehicle of its kind, the Ronald McDonald Care Mobile is a 40-foot long, 8-foot wide vehicle designed and built specifically for the delivery of pediatric health care. The unit accommodates two dental operatories, a reception/patient education area, a wheelchair lift and a records area. It is fully equipped with top of the line dental equipment.

Delta Dental of South Dakota has booked the Care Mobile in communities across South Dakota. It is on the road approximately 37 weeks each year, serving roughly 1,500 children annually.

Ronald McDonald House Charities of South Dakota is the umbrella organization for the Ronald McDonald House of Sioux Falls, the Care Mobile Program and a statewide children's grant program. The Ronald McDonald House of Sioux Falls has been working with families for more than 20 years.

Delta Dental of South Dakota (DDSD) is a non-profit dental service corporation specializing in providing dental benefit programs for more than 1,500 South Dakota employers statewide representing more than 175,000 covered lives. DDSD also administers the Medicaid/SCHIP dental program for the State of South Dakota/South Dakota Department of Social Services.

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