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FOR IMMEDIATE RELEASE

MagnaCare Selects CPR Strategic Marketing Communications to Launch Public Relations Initiatives, Build Brand Awareness, and Support Corporate Sales Objectives

Elmwood Park, NJ/New York, NY- March 16, 2010 – MagnaCare (www.magnacare.com), a health plan services company with national reach, has tapped CPR Strategic Marketing Communications (www.cpronline.com) to launch a public relations campaign that will build the Company's brand in the NY/NJ/CT area and nationwide, leverage networking opportunities, and build the sales pipeline.

"Among its competitors, CPR stood out as an experienced leader in health care marketing and public relations," says Joe Berardo, CEO of MagnaCare, a company that provides solutions to Taft-Hartley funds, self-insured companies, commercial insurers such as health, workers compensation, or no fault, TPA's, and government entities. "We look forward to working with the CPR team and benefiting from its vast experience and expertise in the health plan services space."

CPR will draw on nearly 30 years of experience to begin extending MagnaCare's national footprint, not only with products and services, but also corporate positioning.

Joseph Carabello, CEO and president of CPR, adds, "MagnaCare touches millions of lives nationwide, and we appreciate and understand their goals to provide cost-effective, best-in-class administrative efficiencies. We are proud to be associated with an industry-leader."

About MagnaCare

MagnaCare is a health plan management company that touches millions of lives nationwide. For over 20 years MagnaCare has provided solutions to Taft Hartley funds, self-insured companies, commercial insurers such as health, workers compensation, or no fault, TPA's, and government entities. Whether it's access to a broad provider network, predictive modeling analyses, member outreach programs or an

integrated solution that includes full plan management services including claims adjudication, eligibility management, client/customer service, MagnaCare understands its customer needs and develops cost effective, comprehensive solutions. Visit <http://www.magnacare.com>; <http://www.thefacebook.com/magnacare>; www.twitter.com/magnacare

About CPR Strategic Marketing Communications

Founded in 1981, CPR draws upon its firm understanding of the challenges and successes of the healthcare industry to deliver strategically guided public relations, advertising and interactive services to a wide variety of established and emerging organizations. Our solutions draw directly upon the over 100 years of combined healthcare experience of our team to provide innovative and effective corporate and product communications campaigns. For more information, please visit www.cpronline.com, or e-mail pr@cpronline.com, or call 201-641-1911 x50.

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