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M-CARE CHOOSES CAMPBELL-EWALD TO CREATE ADVERTISING AND MARKETING

DETROIT, January 10, 2006 — M-CARE, one of Michigan's leading health care plans, has announced that Campbell-Ewald has been selected as its advertising agency of record.

"We're looking forward to working with Campbell-Ewald to develop advertising strategies that will enhance and strengthen M-CARE's position in Southeastern Michigan," said M-CARE Director of Marketing and Strategic Services Tim George. "Campbell-Ewald's campaign for our parent organization, the University of Michigan Health System, has been very well received, and there are many benefits in having the M-CARE and UMHS accounts reside with one agency."

The agency immediately begins work with strategic planning and research to create M-CARE communications launching in 2006. M-CARE's previous agency was Copper, Kalamazoo, Mich.

"M-CARE has a reputation for commitment to its members and providing them with quality and responsive care," said Campbell-Ewald President, Managing Director Jeff Scott. "Given these strengths, there is a real opportunity to better distinguish M-CARE within the highly competitive health insurance marketplace."

M-CARE, the nonprofit health plan owned by the University of Michigan, is headquartered in Ann Arbor, Mich., and has more than 220,000 members and contracts with 1,500 employer groups. The organization has thousands of physicians and many of Michigan's top hospitals in its provider networks. M-CARE, which offers a variety of managed care products, holds an Excellent Accreditation from the National Committee for Quality Assurance (NCQA) for its Commercial and Medicaid HMO health plans.

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Page 2 – M-CARE CHOOSES CAMPBELL-EWALD TO CREATE ADVERTISING AND MARKETING

Campbell-Ewald is the nation's sixth largest advertising and marketing communications agency network, with more than 1,200 employees located in Detroit, Los Angeles, New York, Atlanta, Chicago and Dallas. In 2003, for the second consecutive year, the agency was named *Adweek* Agency of the Year – Midwest. A part of The Interpublic Group of Companies (NYSE:IPG), Campbell-Ewald partners with the University of Michigan Health System, Kaiser Permanente and American Heart Association as well as a score of national brands, including ACDelco, Alltel Wireless, BISSELL, Chevrolet, Farmers Insurance, Michelin, OnStar, the United States Navy and the United States Postal Service.

For more information on Campbell-Ewald, visit www.campbell-ewald.com.

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