



NEWS RELEASE

For Immediate Release

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Delta Dental of Virginia Announces New Director of Marketing and Two Sales Promotions

RICHMOND, Va. (February 14, 2013) – Delta Dental of Virginia is pleased to announce the recent appointment of a new director of marketing and two promotions in the sales department.

Chris Pyle, former director of state government and public relations for the national Delta Dental Plans Association has joined Delta Dental of Virginia as its director of marketing and community relations.

For the past three years, Pyle has worked on health care reform and served as national spokesperson for Delta Dental Plans Association, representing the nation’s largest network of dental benefits carriers covering more than 60 million people. Prior to this, Chris was a health policy adviser and speechwriter for Ark. Gov. Mike Huckabee.

“Chris’ health care reform knowledge will help Delta Dental of Virginia navigate the evolving marketplace in the years to come,” said Dyke Davies, senior vice president and COO of Delta Dental of Virginia. “His creativity and fresh perspective will help ensure that Delta Dental continues to meet the oral health needs of Virginians.”

The company also announced changes to its sales force. Dave Werner was promoted from director of sales to vice president of sales. In this position, Dave will oversee all sales activities, with an increased focus on the sale and retention of national and association accounts. Werner served as director of sales since 2000

Duncan Sheils was promoted from sales account executive to director of sales and account management. In this capacity, Duncan will be responsible for managing sales and retention activities for small and mid-size group markets. Duncan has been a top sales leader for Delta Dental of Virginia since 1995.

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About Delta Dental of Virginia

Delta Dental of Virginia was created in 1964 as a not-for-profit service corporation. Delta Dental provides employee dental benefits through a variety of managed fee-for-service and PPO plans covering more than 1.8 million enrollees in nearly 3,800 groups. Delta Dental of Virginia is a member company of the Delta Dental Plans Association, the nation's largest, most experienced dental benefits carrier providing dental coverage to more than 60 million people in more than 97,000 groups across the nation. For additional information, visit deltadentalva.com.

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