



Delta Dental of Minnesota

FOR IMMEDIATE RELEASE

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Delta Dental of Minnesota Takes Top International Award

For Its MouthCheck Oral Health Campaign

January 18, 2007 (Eagan, MINN.) – Delta Dental of Minnesota took the top prize in the 2006 Summit Marketing Effectiveness Awards (MEA) competition for its work on *MouthCheckSM: An Oral Health Campaign*. Created by Delta Dental of Minnesota, MouthCheck is a public education and awareness campaign designed to improve the oral health of all Minnesotans.

“The goal of the MouthCheck campaign is to prevent oral diseases by promoting the most basic and effective oral health practices that modify behavior,” said Ann Johnson, director of community affairs at Delta Dental of Minnesota. “As a leader in oral health education, we created a print ad campaign that highlights important subject matter such as tooth decay transmissibility and oral health guidelines for pregnant women, among numerous other topics. We would like to thank our designer Terry Kreibich for his excellent contribution on this campaign.”

The International Summit MEA is founded on the belief that the goal of marketing communications is to successfully change or influence the target audience's knowledge, attitudes and beliefs. During the blind judging event (entering company names withheld) judges analyzed entries to determine if they significantly achieved this goal. Fewer than 13 percent received winning recognition.

This year's panel of judges included:

- Jay Stuck, President - Brand Guy Inc. – United States
- Kathleen C. McCulloch PhD, Post-doctoral Research Scientist – University of Florida - Psychology Department – United States
- Libby Lucas, Creative Director - Adculture Group, Inc. – Canada
- Saurabh Dasgupta, Creative Team Head - Innocean Worldwide – India
- Rick Penn-Kraus, Design Director - Hill & Knowlton, Inc. – United States
- David Ross, Group Copy Supervisor – Quantum Advertising – United States

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Delta Dental of Minnesota Wins 2006 Summit Award ... Page 2

"Winning a Summit MEA is a significant accomplishment. The combination of our excellent judges and the tough judging criteria ensures that only deserving entries receive Summit MEA recognition," said Jocelyn Luciano, executive director for the Summit Awards.

The Summit Awards organization is dedicated to furthering excellence in the communications industry. It administers rigorous awards competitions throughout the year with the goal of recognizing companies and individuals that do more than what is necessary, that go beyond the expected.

Throughout its 13-year history, the Summit organization has established itself as one of the premier arbiters of communication excellence. Companies and individuals from more than 50 countries across five continents participate annually in its awards programs. Using rigorous evaluative criteria and blind judging processes, its competitions reward those firms truly deserving of special recognition. The organization conducts the Summit Creative Awards and the Summit Marketing Effectiveness Awards.

Additional information about the Summit International Awards and its awards competitions is available at <http://www.summitawards.com>.

About Delta Dental of Minnesota

An innovator in oral health benefit plans, Delta Dental of Minnesota is an independently operated, nonprofit dental services company that administers self-insured and prepaid dental service plans. Delta Dental serves more than 8,200 employer groups with more than 3.1 million members in Minnesota and across the nation. Delta Dental of Minnesota is headquartered in Eagan, and has a customer service center on Minnesota's Iron Range. For more information about Delta Dental of Minnesota, visit www.deltadentalmn.org.

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