



Today's Options® PPO

UAM Giving Back Press Release –
Heritage Place of Indianapolis, Inc.

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Heritage Place of Indianapolis, Inc. Receives Grant from Today's Options®

Monies will be used to enhance senior companion program and provide computer literacy classes for older adults

INDIANAPOLIS (Feb. 2, 2010) – Heritage Place of Indianapolis, Inc. is pleased to announce that it has received a \$10,000 grant from Today's Options PPO, a Medicare Advantage Health Plan that is offered through the Universal American family of companies. The Company's "Collaborating for Good Health" Giving Back Program will support Heritage Place of Indianapolis, Inc. in its mission to provide older adults in the Indianapolis area with comprehensive and coordinated human services that encourage and promote healthy lifestyles, independence, well-being and quality of life.

"We are delighted that our organization was selected for this donation," said Ruth Ann Schroeder, executive director "We recognize that the health and wellbeing of older adults is dependent on support from generous community partners like Today's Options PPO."

The funding will be used to support The Senior Companion Program that connects older adult volunteers to clients by visiting them at home. During the home visits, volunteers provide companionship, emotional support, encouragement and quality time with clients. The funding will also support computer classes tailored to older adult students. The goal of the classes is to develop the computer skills of 120 older residents of Indianapolis to help them obtain future employment.

According to Greg Alexander, vice president and general manager for Indiana for Today's Options[®], "Our Healthy CollaborationSM model demonstrates our approach to healthcare in recognizing that the key to an older adult's well-being is their relationship to the community. It is an honor to support organizations like Heritage Place of Indianapolis, Inc. that share this same commitment to embracing older adults and helping them live full lives. "

Universal American, through its family of healthcare companies, is focused on providing comprehensive and affordable healthcare for people with Medicare. Universal American's Medicare plans are based on A Healthy CollaborationSM, which is a dedication to working collaboratively with its members and their healthcare professionals in order to improve their overall health and well-being.

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About Heritage Place of Indianapolis, Inc.

Heritage Place is a not-for-profit organization offering a unique combination of center-based activities and in-home services that help older adults continue living in their own homes. Serving 1,000 to 1,500 older adults each year, Heritage Place programs include Caregiver Support Services, Care Management, Friendly Visiting, Home & Yard Work, Senior Center and Transportation. For more information about programs, corporate partnerships and volunteer opportunities contact us at 317/283-6662 or heritageplaceindy@gmail.com. Information is also available on our Web site www.heritageplaceindy.org.

About Today's Options PPO and Universal American

Today's Options[®] PPO is a Medicare Advantage plan that is dedicated to working collaboratively with members and their healthcare professionals in order to improve their health and well-being.

Universal American (NYSE: UAM), through its family of healthcare companies, offers over two million people with Medicare complete and affordable coverage every day. For more information on Universal American and its Medicare Advantage and Prescription Drug Plans, which include: Today's Options[®] PPO, Today's Options[®] PFFS, Community CCRxSM PDP and PrescribaRxSM PDP, offered in the Indianapolis area, visit our Web site at www.UniversalAmerican.com.

About Universal American's 'Collaborating for Good Health' Giving Back Program

Through its Giving Back Program, Universal American supports local organizations that are dedicated to helping older adults and people with Medicare maximize access to services and improve their quality of life.