

For Immediate Release **May 18, 2009**

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The Midwest Direct Marketing Association Recognizes Volkart May & Associates, Inc. for Exceptional B2B Lead Generation Programs

Volkart May & Associates, Inc. received a Gold award for a small business lead acquisition initiative for the Minnesota Twins and a Silver award for a national B2B lead generation program for UnitedHealthcare.

MINNEAPOLIS, May 18, 2009 — Volkart May & Associates, Inc. (VMA), a business-to-business lead generation and direct marketing firm in the Twin Cities received two awards this year at the Midwest Direct Marketing Association's (MDMA) annual ARC (Art-Response-Copy) Awards. VMA received a Gold award in the B2B Telemarketing category for delivering excellent productivity, brand-building awareness and leads on a small business lead acquisition program for the Minnesota Twins baseball team. In the same category, VMA also received a Silver award for supporting increased response and lead qualification for UnitedHealthcare's 2008 national direct marketing campaign.

The MDMA ARC Awards recognize exceptionally planned and executed direct marketing campaigns that generate outstanding results. VMA has received a total of eleven ARC Awards for delivering successful ROI-based lead generation programs to B2B-focused clients including in past years, Microsoft and Hewlett-Packard.

VMA and the Minnesota Twins teamed up to increase season ticket sales within the small business segment and build sales momentum for priority seating in the new stadium scheduled to open next year. "Incorporating VMA's prospecting calls into our campaign helped build rapport with our market and identify qualified opportunities to support more productive and profitable sales activity," commented Steve Smith, Vice President of Ticket Sales for the Minnesota Twins. "Twins baseball is a great way to entertain clients and reward employees, so we're excited to have a partner (VMA) that really understands how to effectively market to business decision makers and help us grow this segment."

VMA supported UnitedHealthcare's yearlong integrated direct marketing campaign with outbound calling, which boosted response rates among targeted prospects by more than 30%. "VMA has contributed significantly to our demand generation initiatives for over five years by helping us to maximize touch points and continually improve our direct marketing ROI," said Gregg Dertinger, Director of Direct Marketing for UnitedHealthcare. "It's our goal to help more businesses obtain quality health care benefits for their employees. VMA helps us communicate our value proposition so we can grow our business by offering innovative solutions to our members."

"Our lead generation programs for UnitedHealthcare and the Minnesota Twins truly demonstrate the sales force efficiency and ROI benefits achieved through outsourcing. Both have large prospect universes that represent new potential opportunities each year at renewal periods or the start of a new season," said Jon Pitton, Vice President of Sales & Marketing for VMA. "It can be a challenge to reach your entire market in a timely manner with a relevant message. Our ability to focus solely on prospecting calls and engage decision makers with live dialogue helps clients more effectively market their products and services while identifying revenue-generating opportunities."

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About Volkart May & Associates, Inc. Volkart May & Associates, Inc. (VMA) is a B2B sales and marketing outsourcing partner that enables companies with high-value product and service solutions to increase sales force efficiency and generate a greater percentage of qualified leads for a better ROI. VMA specializes in making live, brand-enhancing lead generation calls, securing sales appointments with decision makers, qualifying inquiries and building accurate, targeted marketing databases. For more information about VMA's 19 years of sales prospecting experience, visit www.volkartmay.com.

About The Minnesota Twins The Minnesota Twins are a professional baseball team and one of five teams that play in the Central Division of Major League Baseball's American League. The Minnesota Twins are based in Minneapolis, Minnesota and have won two World Series Championships. In 2010, the team will move from the Hubert H. Humphrey Metrodome where it has played since 1982, to a new ballpark, Target Field. The new stadium will seat nearly 40,000 and offer 54 suites. For more information about the Minnesota Twins and Target Field, visit www.twinsbaseball.com.

About UnitedHealthcare UnitedHealthcare (www.unitedhealthcare.com) provides a full spectrum of consumer-oriented health benefit plans and services to individuals, public sector employers and businesses of all sizes. The company organizes access to quality, affordable health care services on behalf of more than 26 million consumers, contracting directly with more than 589,000 physicians and care professionals and 4,920 hospitals to offer them broad, convenient access to services nationwide. UnitedHealthcare is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company.

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