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David Stratton Appointed Atlantis Health Plan Vice President of Sales and Marketing

New York, NY, March 4, 2010 – Atlantis Health Plan today announced the appointment of David Stratton as Vice President of Sales and Marketing. His responsibilities include overseeing sales and account management operations as well as external and internal communications and marketing initiatives.

David Stratton's role grew along with Atlantis' expansion. He joined Atlantis in 2006 as a Direct Sales Agent. In 2007, he became company Senior Receivable Coordinator and from 2008 to 2009 he served as Director, Broker and Account Services. He has been an integral part of Atlantis' steady growth of 40% over the past three years.

"We are delighted to have someone of David Stratton's caliber as Vice President of Sales and Marketing," said CEO Dr. Sury Anand, who co-founded Atlantis Health Plan in 2001. "His deep experience in many aspects of Atlantis' operations makes him uniquely suited to help tell the Atlantis mission, to provide the high quality, affordable health insurance New Yorkers need."

A Midwest native, Stratton was Director of Technology, CBA Pharma, Inc., a Lexington, Kentucky, oncology research firm from 2000-2006. Before moving to Kentucky, Stratton lived in Omaha, Nebraska, where he was a Web Designer and Account Manager for Hirsch Design Studios.

Stratton, 40, is a graduate of Creighton University, in Omaha, Nebraska, and has a Masters in Business Administration, Marketing, from the University of Kentucky, Lexington, Kentucky. He is a licensed New York State Life, Accident and Health Insurance Agent. Stratton lives in Cobble Hill (Brooklyn) with his wife and daughter.

About Atlantis Health Plan

Atlantis Health Plan was founded by 12 physicians to advance the cost-effective delivery of high quality health care in New York City by harnessing the skill, experience and knowledge of health professionals at every step of the health care management and delivery process. As New York's only physician-founded health insurance company, Atlantis works to serve the New York marketplace, providing affordable, quality health care at significant savings, about 20%- 30% over comparable plans. Participants include small and large businesses in a wide range of industries, sole proprietors, freelancers, part-time workers, college students and others who were previously without health coverage. For more information about Atlantis, call (212) 747-0877, (866) 747-8422 (toll free) or visit www.atlantishp.com.

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