



Delta Dental of Wisconsin
2801 Hoover Rd., P.O. Box 828
Stevens Point, WI 54481

April 14, 2016
FOR IMMEDIATE RELEASE

Contact: Amanda Lowery
Corporate Communications Manager
800-236-3713, extension 17420
alowery@deltadentalwi.com

Delta Dental of Wisconsin Appoints Dennis Peterson as Company President and CEO

Stevens Point, Wis., April 14, 2016 - Delta Dental of Wisconsin has named Dennis Peterson, a 38-year veteran of Delta Dental, as president and chief executive officer, effective April 14, 2016. Peterson is replacing Dennis Brown, who is retiring after an impressive 43 years of service to the organization.

“The Delta Dental of Wisconsin Board is incredibly confident with the decision to appoint Dennis Peterson as President and CEO,” said Chuck Nason, Chairman of the Board, Delta Dental of Wisconsin. “Den and Dennis have worked together and been involved in a number of key business decisions that have led to Delta Dental of Wisconsin becoming the state’s number one dental plan. We don’t expect anything to change other than Dennis Peterson bringing his personality and rekindling what we have done so well for the past few decades – adapting and innovating to best meet the needs of our customers.”

“I am fortunate to step into the role as president and CEO with an organization that is well positioned for the future. We are committed to improving oral health through our unwavering support of programs that increase access to care and by redefining what it means to be leaders in the dental insurance industry through our plan designs and support of dental research that can have a dramatic impact on people’s lives,” said Dennis Peterson, incoming CEO of Delta Dental of Wisconsin.

Peterson is a veteran of the company and has held multiple senior positions within sales & marketing and operations before being appointed Executive Vice President in 1993. He is active in the community and has served on a number of boards including St. Michael’s Hospital, Portage County Business Council, the UWSP Chancellor’s Advisory Council, the Dean’s Advisory for Marquette University School of Dentistry and the United Way Chair. Peterson holds a bachelor of science degree from the University of Wisconsin – Stevens Point.

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About Delta Dental of Wisconsin

Delta Dental of Wisconsin is the state's No. 1 dental plan, providing dental insurance to 1.8 million subscribers and their dependents. Delta Dental has made dental benefits easy – through exceptional service, quick and accurate claims payments, providing the most in-network dentists, and by making coverage affordable for companies and their employees. For more than 50 years, the company has been fulfilling its' mission of helping improve oral health and wellness by extending access to care, advancing science, and supporting an effective oral-health workforce.

Delta Dental of Wisconsin (DDWI) is headquartered in Stevens Point, with sales offices in Milwaukee and Madison. As part of the nationwide Delta Dental Plans Association, DDWI joins 38 other Delta Dental plans to serve more than one third of the estimated 191 million Americans with dental insurance.