



INTER OFFICE MEMO

TO: ALL EMPLOYEES AT: DATE 5/16/86

FROM: W. E. Flaherty AT: President

SUBJECT: ORGANIZATIONAL ANNOUNCEMENT

I am pleased to announce the appointment of Mr. Warren A. Hunter as Vice President of Direct Marketing, effective May 6, 1986. Warren will report directly to Robert McCaffrey, Senior Vice President of Marketing. He will have accountability for the marketing of our direct pay business.

Warren joins us with over nine years of direct marketing experience. He comes to us from World Book, Inc. where he served as the Vice President and General Manager of World Book Insurance Group, a subsidiary to provide marketing of insurance products primarily via direct response. Concurrent with these responsibilities, he also held the position of Vice President of Marketing, World Book Encyclopedia, Inc., a subsidiary engaged in the direct marketing of World Book encyclopedias. Prior to his association with World Book, he spent seven years with National Liberty Marketing, Inc., a direct response marketing company for three life and health insurance underwriters, where he held various management positions including Vice President of Marketing.

Please extend your cooperation to Warren as he assumes his new responsibilities.

-- William E. Flaherty

WEF/mdl

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