



**Arkansas
BlueCross BlueShield**
An Independent Licensee of the Blue Cross and Blue Shield Association

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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Arkansas Blue Cross and Blue Shield Board of Directors names P. Mark White, Chief Executive Officer-Elect and Michael W. Brown, Chief Operating Officer-Elect

LITTLE ROCK, Ark. (Jan. 25, 2008) – The Arkansas Blue Cross and Blue Shield Board of Directors has named P. Mark White as chief executive officer-elect and Michael W. Brown as chief operating officer-elect, according to an announcement by Hayes C. McClerkin, chairman of the Board. White and Brown will assume their roles as CEO and COO, respectively, on Jan. 1, 2009.

“The naming of these two individuals is part of our ongoing governance and succession planning for executive retirements,” said McClerkin. “This announcement coincides with the established retirement date for Sharon Allen, current president and COO, on Jan. 29, 2008, and the planned retirement of Robert L. Shoptaw, CEO, at the end of 2008. Both Mrs. Allen and Mr. Shoptaw announced their plans for retirement to the Board three years ago.

“Both White and Brown are long-tenured executives within the Arkansas Blue Cross senior management team. Each of these executives has extensive “hands-on” experience in virtually all aspects of the company’s various lines of business and related support operations.”

Throughout 2008, the new CEO-elect and COO-elect will report directly to Shoptaw who will continue to serve in the role of CEO through the end of 2008.

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The Arkansas Blue Cross Board of Directors also announced that Shoptaw, 61, will assume the position of chairman of the board effective Jan. 1, 2009. Shoptaw will succeed McClerkin, who has served with distinction since 1985 — in his current role since 1997. The Arkansas Blue Cross board also announced that McClerkin will become chair of the Arkansas Blue Cross Board's Executive Committee on Jan. 1, 2009. The Executive Committee of the Board presides over governance level affairs of the corporation between regularly scheduled meetings of the full Board of Directors.

White, 59, has served as executive vice president and chief financial officer of Arkansas Blue Cross and Blue Shield since 1994. White joined the company in 1970 and also serves as president and chief executive officer of USABLE Corporation, a wholly owned subsidiary of Arkansas Blue Cross. He serves on the boards of USABLE Corporation, USABLE Life, Pinnacle Business Solutions, Inc., HMO Partners, and Life and Specialty Ventures, Inc., as well.

Brown, 59, has served as executive vice president of External Operations since 2006. Brown joined the company in 1974 and has held numerous positions throughout the enterprise including manager of Claims, manager of Project Management, and executive vice president of Enterprise Networks, as director of USABLE Administrators (a subsidiary of Arkansas Blue Cross), and executive director of HMO Arkansas (also a subsidiary of Arkansas Blue Cross).

Founded in 1948, Arkansas Blue Cross and Blue Shield, an Independent Licensee of the Blue Cross and Blue Shield Association, is the largest health insurer in Arkansas, serving approximately one-third of the fully insured market. Arkansas Blue Cross and its affiliates have more than 2,550 employees. If combined, the 39 independent, locally operated Blue Cross and Blue Shield Plans collectively provide health-care coverage for 98 million — nearly one in three — Americans.