



**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 recognized for brand excellence

Little Rock, Ark. (March 27, 2008) – Arkansas Blue Cross and Blue Shield has been named along with 15 Blue Cross and Blue Shield companies as a recipient of the Brand Excellence Award sponsored by the Blue Cross and Blue Shield Association (BCBSA).

The annual award honors Blue Cross and Blue Shield companies that excel in developing and enhancing the overall image of the Blue Cross and Blue Shield Brands, some of the most recognized and trusted in the world. The Brand Excellence Award program began in 1995.

The winning companies are evaluated on six brand excellence measures. This year, Arkansas Blue Cross was recognized for exceptional performance in Enrollment Growth – high percentage of new members enrolled over the previous year.

“Arkansas Blue Cross is pleased to accept this Brand Excellence Award,” said P. Mark White, executive vice president, chief financial officer and chief executive officer-elect of Arkansas Blue Cross. “It is our pleasure to serve Arkansans and we believe our growth in 2007 is a direct reflection of the trust Arkansans have placed in our family of companies to meet their health insurance needs. The vision of Arkansas

(more)

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Blue Cross remains to be the leading provider of health-care financing solutions, service and information that contribute to improving the health status of all those in the communities we serve.”

“More than 100 million Americans trust the Blue Cross and Blue Shield Brands and through innovative ways of reaching out to the marketplace we can continue to build upon our nearly 80-year heritage,” said Scott P. Serota, BCBSA president and CEO. “The winning Blue Cross and Blue Shield companies are taking the leadership role of enhancing products and services that continue to capture, retain and provide choices to their members.”

By developing and increasing the number of products and services available to the marketplace, the Blues® are showing their commitment toward improving our nation’s healthcare quality. Designing innovative coverage plans is a key component in BCBSA’s recently released report entitled, “The Pathway to Covering America.” The report, a five-point plan to improve access and health-care quality, can be viewed at www.bcbs.com/issues/uninsured/pathway-to-covering-america/.

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.