



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

news release

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FOR IMMEDIATE RELEASE

Arkansas Blue Cross and Blue Shield Helps college and high school graduates get off to a good start

Little Rock, Ark. (May 7, 2010) — Arkansas high school and college graduates may be looking for a job this summer, but they won't have to look for insurance if their parents have coverage with Arkansas Blue Cross and Blue Shield.

Beginning June 1, Arkansas Blue Cross will extend health insurance coverage for most young adults up to age 26 who are currently covered by their parent's individual or fully insured group plan.

"We want to help our members who have children who are graduating from high school or college this spring and may be 'aging off' their parent's policy," said Mark White, president and chief executive officer of Arkansas Blue Cross. "As much as possible, we want to help our members keep their health insurance coverage in place."

Although this provision of the health insurance reform law (the Patient Protection and Affordable Care Act) becomes effective on the renewal date of a member's policy beginning Sept. 23, 2010, or after, Arkansas Blue Cross, along with 38 other independent Blue plans, is extending dependent care coverage early at the request of the U.S. Secretary of Health and Human Services to prevent a disruption of services to our members.

For more information, members should visit the Arkansas Blue Cross Web sites at arkansasbluecross.com or healthadvantage-hmo.com.

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. Arkansas Blue Cross and its affiliates have more than 2,700 employees. If combined, the 39 independent, locally operated Blue Cross and Blue Shield Plans collectively provide healthcare coverage for 98 million — nearly one in three — Americans.