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ANTHEM BLUE CROSS JOINS CALIFORNIA *CHOICE* SMALL GROUP HEALTH INSURANCE EXCHANGE

Woodland Hills and Orange, CA – February 2, 2010 – [Anthem Blue Cross](#) and [CHOICE Administrators, Inc.](#) (*CHOICE* Administrators) together announce an agreement for Anthem Blue Cross and Anthem Blue Cross Life and Health Insurance Company to join the [CaliforniaChoice](#) small group health exchange. As of June 1, 2010, the partnership will offer HMO and PPO benefits for all new and renewing CaliforniaChoice employer groups.

Anthem Blue Cross will join the following health plans currently available through the CaliforniaChoice small group program: Health Net, Kaiser Permanente, Sharp Health Plan and Western Health Advantage.

CaliforniaChoice is the largest health insurance Exchange in America. Since its approval by the state in 1996, CaliforniaChoice has administered over 19 million member months of exchange health coverage.

“Anthem Blue Cross is delighted to be bringing broader access and quality care to the participants of CaliforniaChoice, through our vast provider network and more than seventy years of experience,” says Mark Morgan, Vice President of small Group Sales, Anthem Blue Cross. “We know that both the employers and their employees will enjoy the Anthem plan offerings available to address their specific health care needs and those of their families.”

Ron Goldstein, President of *CHOICE* Administrators which operates CaliforniaChoice adds, “The addition of Anthem Blue Cross provides CaliforniaChoice employers and their employees with their choice of coverage from three of California’s largest statewide health plans and two of the leading regional health plans, all with convenient single-source administrative accountability. Nowhere else are such robust choices available to small businesses from two to fifty employees”.

“Health insurance needs and provider choices differ individually, and the CaliforniaChoice approach empowers employees to choose the health plan that works for them, eliminating the ‘one-size-fits-all’ challenge that many employers, employees and their brokers face today. Anthem Blue Cross represents one of the most popular health plan choices in California and the nation, and we are excited by Anthem’s desire to participate”, concluded Goldstein.

(more)

Employers in the California*Choice* exchange control their benefits budget by setting a monthly contribution that is used toward employee benefit premiums. Employees are able to take their employer's contribution and apply it toward the health plan and coverage level they like best, choosing from a selection of HMO, PPO and HSA-qualified benefits offered through the available participating health plans.

As a functioning health insurance exchange, all California*Choice* enrollment, ongoing administrative changes, and open enrollment processes are consolidated into a single, seamless administrative process. Online and paper-based decision making support tools are provided, including employee budgeting worksheets, comparative provider and RX formulary search engines, as well as access to hospital quality data and information on each health plans' special disease management programs.

About *CHOICE* Administrators®

CHOICE Administrators®, a Word & Brown company, is based in Orange, Calif. It is the nation's leader in developing and administering employee-choice health benefit programs for employer groups of all sizes. Serving more than 10,000 employers, *CHOICE* Administrators enables business owners to control their health care budgets through defined contribution and single-source administration, while allowing employees to pick from a variety of health insurance plans. Visit www.choiceadmin.com for more information.

About Anthem Blue Cross:

Anthem Blue Cross is the trade name of Blue Cross of California. Anthem Blue Cross and Anthem Blue Cross Life and Health Insurance Company are independent licensees of the Blue Cross Association.® ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross names and symbols are registered marks of the Blue Cross Association.

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