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FOR IMMEDIATE RELEASE

**CIGNA JOINS FORCES WITH HEALTHCOMPARE**

*Insurance Provider and Online Resource to Serve up Affordable Health Plans*

Orange, California – July 21, 2010 – CIGNA, (NYSE:CI), one of the nation's leading healthcare providers, is partnering with HealthCompare, ([www.healthcompare.com](http://www.healthcompare.com)), a one-stop online guide to help individuals and families easily research, compare, buy and enroll in the right health insurance plan at the right price.

With more than 9.5 percent of our nation's population currently unemployed, it is crucial that the healthcare industry understand and cater to the changing needs of today's consumers. A partnership between CIGNA and HealthCompare will allow both companies an opportunity to successfully meet their demands and expectations.

"Based on these staggering unemployment statistics, it is critical for us to help the millions of people who are currently without proper health coverage," said Kathy Feeny, Senior Vice President of HealthCompare. "Our goal is to reach those that may not be able to afford COBRA and make them aware of the available cost-effective alternatives."

Using proprietary technology, HealthCompare presents easy to understand information on health plans – including PPO and HSA – providing the tools to transform choice into real decisions. Users simply enter their information and receive instant quotes online based on CIGNA's local offerings.

CIGNA is currently available through HealthCompare in the following 10 states:

Arizona  
California  
Colorado  
Connecticut

Florida  
Georgia  
North Carolina  
South Carolina

Tennessee  
Texas

“We are thrilled to be teaming up with HealthCompare as it will serve as an outlet for us to connect with consumers seeking cost-efficient health plans as an alternative to COBRA,” said Chris Roames, VP of Alternative Sales, CIGNA Individual Segment. “Having the opportunity to work together will allow us to target this audience and deliver the options that successfully meet their individual needs.”

With over two decades of experience and 600,000 policies managed by corporate parent, The Word & Brown Companies, all HealthCompare customers can rely on HealthCompare client support representatives to always be at their side, providing them with a renowned and unbiased “Service of Unequaled Excellence.”

### **About CIGNA**

CIGNA (NYSE:CI), a global health service company, is dedicated to helping people improve their health, well being and sense of security. CIGNA Corporation's operating subsidiaries provide an integrated suite of medical, dental, behavioral health, pharmacy and vision care benefits, as well as group life, accident and disability insurance, to approximately 46 million people throughout the United States and around the world. To learn more about CIGNA, visit [www.cigna.com](http://www.cigna.com). To sign up for email alerts or an RSS feed of company news, log on to <http://newsroom.cigna.com/rss/>. Also, follow us on Twitter: @cigna and visit CIGNA's YouTube channel at <http://www.youtube.com/cignatv>

### **About HealthCompare Insurance Services, Inc.**

HealthCompare, a Word & Brown Company, was developed in late 2009 to help individuals and families easily research, compare, buy and enroll in the *right health insurance plan at the right price* online. Working closely with brokers and national insurance companies, HealthCompare offers individuals free, accurate and customized health insurance quotes and personal assistance in finding and selecting the right program to fit their needs.

### **About The Word & Brown Companies**

The Word & Brown Companies, headquartered in Orange, California, provides services through more than 50,000 brokers to nearly 60,000 employers with more than 6 million eligible employees. During a span of more than 25 years, The Word & Brown Companies has become the nation's recognized leader in developing and offering innovative technology, health benefit plan models, and sophisticated employee benefits services to companies of all sizes.

### **The Word & Brown Companies include:**

**Word & Brown® General Agency**, the leader in developing and distributing health benefit plan models and solutions to licensed brokers in California and Nevada; **CHOICE Administrators®** the nation's only private health insurance exchange administering healthcare programs for more than 10,000 employers covering as many as 200,000 members since 1996; **CONEXIS**, the nation's oldest and most trusted employee benefits administrator, providing COBRA/HIPAA, FSA, Commuter Benefits, and Direct Bill services to thousands of clients nationwide; **Quotit®** Corporation, the leading Internet application service provider for the health insurance and employee benefits industry; and **HealthCompare**, an innovative and personal approach to helping individuals and families easily research, compare, buy and enroll in the *right health insurance plan at the right price* online. For more information about The Word & Brown Companies, please visit [www.thewordandbrowncompanies.com](http://www.thewordandbrowncompanies.com).