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**Consortium Health Plans  
Welcomes New Members**

**September 26, 2007. Columbia, Md.**—The Board of Directors of Consortium Health Plans, Inc., (Consortium) recently granted membership to four plans—Anthem Blue Cross and Blue Shield plans in Virginia, Wisconsin and Missouri and Blue Cross Blue Shield of Georgia (BCBSGa)—effective October 1.

Consortium's mission is to provide strategic market intelligence, strong market relationships and leading-edge sales tools to position Blue Cross Blue Shield Plans as the carrier of choice for national accounts. The Blue Cross Blue Shield (BCBS) System is the leader in the national account market segment.

As a member of the Consortium, the Anthem plans and BCBSGa will benefit from the collective sales, marketing and producer development activities of the Consortium and its member Plans.

“On behalf of Consortium Plans, I am delighted to welcome Georgia, Virginia, Wisconsin and Missouri into the Consortium,” said Consortium Health Plans President and CEO Anthony R. Masso. “Consortium Plans specifically and BCBS generally will benefit greatly from the national account sales, retention and delivery experience of these Plans. We value the past commitment of WellPoint and look forward to great future success for BCBS as a result of these new members.”

“We are very pleased to achieve Consortium membership for Georgia, Virginia, Wisconsin and Missouri,” said Ken Goulet, president and CEO, Anthem National Accounts. “Our organization has always been strongly committed to the Consortium's mission. The addition of our company's remaining service areas will strengthen BCBS' ability to compete successfully in gaining and retaining national account market share.”

Adding the four plans to the Consortium continues a period of extraordinary growth for the organization and brings to a close the leadership of Chairman of the Board Greg Devou, executive vice president and chief marketing officer, CareFirst BlueCross

BlueShield, whose term concludes at the end of this year. Heyward Donigan, Premera Blue Cross executive vice president and chief marketing executive, has been elected Chairman of the Board effective January 1, 2008.

*Located in Columbia, Md., Consortium Health Plans, Inc., was created in 1992 to serve as a highly responsive national organization charged with helping Blue Plans continuously improve national account sales, marketing and delivery capabilities. Visit the Consortium online at [www.consortiumhealthplans.com](http://www.consortiumhealthplans.com).*

#### **About Anthem National Accounts**

The Anthem National Accounts business unit serves members of Anthem Blue Cross and Blue Shield in the 11 states of Colorado, Connecticut, Indiana, Kentucky, Maine, Missouri (excluding 30 counties in the Kansas City area), Nevada, New Hampshire, Ohio, Virginia (excluding the Northern Virginia suburbs of Washington, D.C.) and Wisconsin, in addition to members of Blue Cross of California, Blue Cross Blue Shield of Georgia, and Empire Blue Cross Blue Shield in portions of the state of New York. All are independent licensees of the Blue Cross Blue Shield Association. ®Registered marks of the Blue Cross and Blue Shield Association. Anthem is a registered service mark. Additional information about Anthem is available at [www.anthem.com](http://www.anthem.com).

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