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**Consortium Health Plans
Welcomes Blue Cross and Blue Shield of Nebraska**

October 22, 2007. Columbia, Md.—The Board of Directors of Consortium Health Plans, Inc., (Consortium) recently granted membership to Blue Cross and Blue Shield of Nebraska effective January 1, 2008.

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 System is the leader in the national account market segment.

“Blue Cross and Blue Shield of Nebraska has been very active as a member of the Advisory Committee to the Consortium Board. The Plan has helped the Consortium become more successful in supporting the national account sales and retention efforts of all Blue Plans,” said Anthony R. Masso, Consortium president and CEO. “I am very pleased to welcome Blue Cross and Blue Shield of Nebraska to the Consortium.”

“Blue Cross and Blue Shield of Nebraska is committed to the continued growth and strength of Blue Plans nationwide,” said Steven S. Martin, president and CEO of Blue Cross Blue and Shield of Nebraska.

“In our new role as a Consortium member, we look forward to greater participation in Consortium activities and efforts aimed at retaining and strengthening the Blue System's position in national accounts,” he said. “The Consortium plays a significant role in providing a value-added service.”

With the addition of Blue Cross and Blue Shield of Nebraska, there will be 20 members in Consortium Health Plans.

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.

About Blue Cross and Blue Shield of Nebraska

Blue Cross and Blue Shield of Nebraska, an independent licensee of the Blue Cross and Blue Shield Association, insures or provides benefit administration to more than 717,000 people. All of the non-governmental, acute care hospitals in Nebraska are part of the BCBSNE network, as are 93 percent of providers. The company is dedicated to delivering the health and wellness solutions people value most.

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