



## BlueCross BlueShield of Nebraska

An independent licensee of the Blue Cross and Blue Shield Association

# NEWS RELEASE

FOR IMMEDIATE RELEASE

## Blue Cross and Blue Shield of Nebraska Executive Changes

January 23, 2008 (Omaha, Neb.) -- As a result of its commitment to deliver unsurpassed quality in the health and wellness solutions people value most, Blue Cross and Blue Shield of Nebraska continues to position personnel to establish the most efficient, innovative, and timely delivery of services. To that end, the company announces these additions and changes:

**Donald Gray** joins Blue Cross and Blue Shield of Nebraska as vice president, Finance. Gray most recently served at Universal American Financial, a Florida-based insurance company group specializing in senior health and life products. In addition to his extensive financial background, Gray brings experience in system conversions and project management to his new position.

**Celann LaGreca** assumes a new role as vice president, Community Investment and Special Counsel to the CEO. Among other responsibilities, LaGreca will lead the company's new grant awards process for Greater Nebraska communities. These grants will be specifically related to health and wellness efforts in Nebraska communities outside of the Omaha/Lincoln metro area. LaGreca has been with Blue Cross and Blue Shield of Nebraska since 1981, most recently serving as senior vice president, Corporate Strategy and Community Investment. This new, part-time role, will allow her the opportunity to begin her own public relations, marketing and communications consulting business.

Blue Cross and Blue Shield of Nebraska, an independent licensee of the Blue Cross and Blue Shield Association, insures or provides benefit administration to nearly 717,000 people. Blue Cross and Blue Shield of Nebraska is a mutual insurance company committed to delivering the health and wellness solutions that people value most.

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