



**BlueCross BlueShield
of Nebraska**

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NEWS RELEASE

FOR IMMEDIATE RELEASE

A new health insurance option for Kearney area businesses *ChamberBlue, a new benefit of Chamber membership*

November 12, 2008 -- (Omaha, Nebraska) – Kearney’s small business owners now have one less thing to worry about -- a new, more affordable solution to their health coverage challenge. It can be found in their Chamber membership. The Kearney Area Chamber of Commerce has contracted with Blue Cross and Blue Shield of Nebraska to offer *ChamberBlue*, becoming just the third Nebraska Chamber to offer this health insurance product to its members.

Until now, only the Lincoln and Greater Omaha Chambers of Commerce have offered *ChamberBlue*. Member businesses of 2 to 50 employees qualify. Currently, over 300 businesses carry one of the 13 health plan options, providing quality health coverage to over 5,000 Nebraskans. *ChamberBlue* businesses report significant savings on their health care costs, while providing the value of health coverage from Blue Cross and Blue Shield of Nebraska. Now, business owners in Kearney can enjoy these same benefits:

Within the 13 *ChamberBlue* options are three plans which provide prescription drugs with a zero co-payment. Other major highlights of *ChamberBlue* include:

- Deductibles ranging from \$250 to \$5,000
- 4 Health Savings Account (HSA)-eligible plans. Preventive care is covered at 100% of the allowable charge
- Optional maternity for age/sex-related groups with 2-9 employees
- Companies with over 10 participating members can offer employees two plan choices

“Blue Cross and Blue Shield of Nebraska and the Kearney Area Chamber of Commerce believe this will bring great value to our customers,” says Keith Bushardt, executive vice president and chief marketing officer of Blue Cross and Blue Shield of Nebraska. “Through *ChamberBlue*, our customers are able to take advantage of what the Chamber offers to promote and grow their businesses, while offering the highest quality healthcare products and access to physicians and hospitals in Nebraska.” Only insurance brokers appointed by Blue Cross and Blue Shield of Nebraska who are also members of the Kearney Area Chamber of Commerce are eligible to sell *ChamberBlue*.

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 700,000 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. Among recent honors: The 2008 Integrity Award from the Better Business Bureau, the Platinum Well Workplace Award from the Wellness Councils of America in 2007 and one of the Best Places to Work in Omaha in 2008.

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