



**BlueCross BlueShield
of Nebraska**

An independent licensee of the Blue Cross and Blue Shield Association

NEWS RELEASE

FOR IMMEDIATE RELEASE

New Health Plans from Nebraska's Leading Insurer *Products for small businesses, individuals*

December 15, 2008 (Omaha, NE) – In these challenging economic times, small business owners and individuals looking for health insurance now have one less thing to worry about--- new options in health coverage from Nebraska's leading insurer. After ongoing and extensive research into the needs of the unique markets across the state, innovation teams at Blue Cross and Blue Shield of Nebraska have developed a suite of new and updated products and plan designs. All of the plans were created to provide more affordable and comprehensive choices for those seeking health insurance

Small businesses of 2 to 99 employees comprise 98% of Nebraska businesses.

Small Business Products

BlueFreedom: BlueFreedom is a new product, now available to businesses of 51 to 99 employees. Standard policy choices include **65 options** to meet the needs of singles, couples, single parents, and other families. BlueFreedom offers HRA and HSA-eligible plans, plus full coverage for regular, routine preventive care, including no limits on screenings like mammograms and colonoscopies.

ChamberBlue: The popular product for businesses of 2 to 50 employees is now available in Kearney. Previously only available to members of the Chambers in Omaha and Lincoln, the 13 health coverage options are now available to members of the Kearney Area Chamber of Commerce. Over 5,000 people are already covered through *ChamberBlue*

BluePride: Blue Cross and Blue Shield of Nebraska's primary product for businesses of 2 to 50 employees now has ten additional options for business owners. The new options are a direct response to suggestions from brokers, who work closely with our member businesses to find realistic marketplace solutions.

Individual Products

BlueEssentials: Those purchasing their own health insurance can find a full suite of affordable health coverage choices, with immediate on-line quotes at the new website www.chooseNebraskablues.com. Singles can apply for coverage starting at \$30 a month. Special pricing options are also available for single-parent families.

All of these products offer the tremendous value of Blue Cross and Blue Shield of Nebraska insurance coverage, including the largest provider network in the state, knowledgeable and local customer service, plus fast and accurate claims payment. For further details on any or all of these products, please contact Bev Carlson at the number below or bev.carlson@bcbsne.com.

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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.