



**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

August 9, 2007 (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 the following changes:

Tom Whalen joins the company as vice president, Human Resources and Organizational Development. Whalen is a seasoned executive with more than 30 years of human resources management experience. He served as vice president of Human Resources for Valmont Industries for over 20 years, and spent the last ten years as managing principal of Silverstone Group's Human Resource consulting department.

Celann LaGreca moves into a new role as senior vice president, Corporate Strategy and Community Investment. LaGreca most recently served as senior vice president, Corporate Strategy and Organizational Development. She has been with Blue Cross and Blue Shield of Nebraska since 1981.

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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For More Information, Contact:

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