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FOR IMMEDIATE RELEASE

BLUE SHIELD OF CALIFORNIA JOINS FORCES WITH HEALTHCOMPARE
*Not-for-Profit Health Plan and Online Resource Collaborate to Serve up Affordable
Healthcare Options*

Orange, California – July 15, 2010 – Blue Shield of California, a not-for-profit health plan with 3.4 million members, is working with HealthCompare, (www.healthcompare.com), a one-stop online guide to help individuals and families easily research, compare, buy and enroll in the right health insurance plan at the right price.

“We are always looking for ways to make health care easier for consumers,” said Brent Hitchings, vice president of sales and account management at Blue Shield of California. “We look forward to working with HealthCompare to help consumers choose the right health plan for their needs.”

Using proprietary technology, HealthCompare presents easy to understand information on health plans – including PPO and indemnity health plans – providing the tools to transform choice into real decisions. Users simply enter their information and receive instant quotes online based on Blue Shield’s local offerings.

“With more than 9.5 percent of our nation’s population currently unemployed, it is crucial that our industry works to help the millions of people who are currently without proper health coverage,” said Kathy Feeny, Senior Vice President of HealthCompare. “Our goal is to reach those that may not be able to afford COBRA and make them aware of the available cost-effective alternatives.”

With over two decades of experience and 600,000 policies managed by its corporate parent, The Word & Brown Companies, all HealthCompare customers can rely on

HealthCompare client support representatives to always be at their side, providing them with a renowned and unbiased “Service of Unequaled Excellence.”

About Blue Shield of California

Blue Shield of California, an independent member of the Blue Cross Blue Shield Association, is a not-for-profit health plan with 3.4 million members, 4,800 employees, and one of the largest provider networks; it offers a wide range of commercial and government products throughout the state. Blue Shield of California has contributed more than \$120 million over the past four years to the Blue Shield of California Foundation -- which this year was named one of [BusinessWeek's 20 most generous corporate foundations](#). Contact your local agent or broker for more information about Blue Shield products and services, or visit the Blue Shield of California web site at www.blueshieldca.com.

About HealthCompare Insurance Services, Inc.

HealthCompare, a Word & Brown Company, was developed in late 2009 to help individuals and families easily research, compare, buy and enroll in the *right health insurance plan at the right price* online. Working closely with brokers and national insurance companies, HealthCompare offers individuals free, accurate and customized health insurance quotes and personal assistance in finding and selecting the right program to fit their needs.

About The Word & Brown Companies

The Word & Brown Companies, headquartered in Orange, California, provides services through more than 50,000 brokers to nearly 60,000 employers with more than 6 million eligible employees. During a span of more than 25 years, The Word & Brown Companies has become the nation’s recognized leader in developing and offering innovative technology, health benefit plan models, and sophisticated employee benefits services to companies of all sizes.

The Word & Brown Companies include:

Word & Brown® General Agency, the leader in developing and distributing health benefit plan models and solutions to licensed brokers in California and Nevada; **CHOICE Administrators®** the nation’s only private health insurance exchange administering healthcare programs for more than 10,000 employers covering as many as 200,000 members since 1996; **CONEXIS**, the nation’s oldest and most trusted employee benefits administrator, providing COBRA/HIPAA, FSA, Commuter Benefits, and Direct Bill services to thousands of clients nationwide; **Quotit®** Corporation, the leading Internet application service provider for the health insurance and employee benefits industry; and **HealthCompare**, an innovative and personal approach to helping individuals and families easily research, compare, buy and enroll in the *right health insurance plan at the right price* online.

For more information about The Word & Brown Companies, please visit www.thewordandbrowncompanies.com

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