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**FOR IMMEDIATE RELEASE**

**Celtic Insurance Company Joins Forces with HealthCompare to make  
Healthcare More Accessible to Individuals and Families in 29 States**

(ORANGE, CA – January 20, 2011) — Celtic Insurance Company (Celtic), a leading provider of high-quality, low-cost health insurance to individuals, families and the self-employed, announced today that it is partnering with [HealthCompare](http://www.healthcompare.com) to help individuals in 29 states plus the District of Columbia easily research, compare, buy and enroll in the right health insurance plan at the right price. HealthCompare ([www.healthcompare.com](http://www.healthcompare.com)) is one of the nation’s leaders in offering individuals shopping for health insurance free, accurate and customized health insurance quotes and personal assistance.

“HealthCompare is a perfect complement to our goal of providing customers with the tools they need to choose the right plan, understand their benefits, and find the right providers,” said Colleen Fournier, Celtic’s vice president of sales, marketing and eBusiness. “Through the kind of technology HealthCompare provides, we can make sure that individuals of all ages have access to the essential coverage they need while giving them better control over their healthcare decisions.”

Using proprietary technology, HealthCompare presents easy-to-understand information on PPO and indemnity health plans so people have the tools and materials they need to make the most informed decisions. Through this new affiliation, customers of Celtic can now simply enter their information and receive instant quotes online based on Celtic’s local offerings and provider network.

With a national focus to cover more of the uninsured, Celtic aims to provide customers with innovative, consumer-oriented products and services that are easy to understand, access and use. One plan in their portfolio is the CeltiCare Preferred Health Plan, a major medical plan designed for individuals, children and families, ages 19 to 64-½ years. Three CeltiCare Preferred plans are available, each offering varying amounts of coverage at different premium levels, giving individuals and families the ability to match a plan that fits their budget. The CeltiCare Preferred Select PPO plan also offers competitive premiums.

*(More)*

HealthCompare, a Word & Brown Company, was formed 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.

Headquartered in Orange, California, The Word & Brown Companies is 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. In addition to HealthCompare, Word & Brown Companies include CHOICE Administrators<sup>®</sup>, the nation's only private health insurance exchange administering healthcare programs for more than 10,000 employers covering as many as 150,000 members; 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; and Quotit<sup>®</sup> Corporation, the leading Internet application service provider for the health insurance and employee benefits industry. For more information, visit [www.thewordandbrowncompanies.com](http://www.thewordandbrowncompanies.com).

Founded in 1978, Celtic Insurance Company Inc. (Celtic) has grown to become one of the country's most established consumer-driven health insurance providers with over 30 years of experience providing value-based commercial coverage for individuals and families across the country. Celtic, a subsidiary of Centene Corporation, uses innovative strategies to deliver high-quality, affordable health plans and benefit options, catering specifically to the unique needs of various state programs including coverage options for uninsured and underserved individuals, small businesses and their employees.

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