



HealthCompare Media Contact:

Allan Rahn
The Word & Brown Companies
T 714-567-4596
arahn@wordandbrowncompanies.com

Humana Media Contact:

Jim Turner
Humana, Corporate
T 502-580-3221
jturner2@humana.com

FOR IMMEDIATE RELEASE

HUMANA JOINS FORCES WITH HEALTHCOMPARE

Insurance Provider and Online Resource to Serve up Affordable Health Plans

Orange, California – July 28, 2010 – Humana, one of the nation’s leading health and supplemental benefits companies, has entered into an arrangement with HealthCompare, (www.healthcompare.com), a one-stop online guide to help individuals and families easily research, compare, buy and enroll in a health insurance plan at the right price. While this arrangement is new for Humana and HealthCompare, it builds on both organizations’ efforts to help consumers make healthcare decisions with confidence and success.

With more than 9.5 percent of our nation’s population currently unemployed, it is crucial that the healthcare industry understand and cater to the changing needs of today’s consumers. This arrangement will allow Humana, through its individual segment, HumanaOne, and HealthCompare to successfully meet their demands and expectations.

Using proprietary technology, HealthCompare presents easy-to-understand information on health plans – including traditional and HSA-compatible PPO plans – that allows consumers to make informed decisions. Users simply enter their information and receive instant quotes online based on HumanaOne’s local offerings.

HumanaOne plans are currently available through HealthCompare in the following 27 states:

Alabama
Arizona
Arkansas
Colorado

Florida
Georgia
Iowa
Illinois

Indiana
Kansas
Kentucky
Louisiana
Michigan
Mississippi
Missouri
Nebraska
New Mexico
Nevada

North Carolina
Ohio
Oklahoma

South Carolina
Tennessee
Texas
Virginia
Utah
Wisconsin

With over two decades of experience and 600,000 policies managed by corporate parent, The Word & Brown Companies, all Health*Compare* customers can rely on Health*Compare* client support representatives to always be at their side, providing them with a renowned and unbiased “Service of Unequaled Excellence.”

Customers can also rely on Humana for guidance to help them choose and use their health plan with confidence and success. With Humana, individuals and families will find the right plan – along with people who genuinely care about helping them. Humana first offered health plans for individuals and families seven years ago and now has nearly 400,000 health plan members in this membership segment.

About Humana

Humana Inc., headquartered in Louisville, Kentucky, is one of the nation’s largest publicly traded health and supplemental benefits companies, with approximately 10.3 million medical members and 7.2 million specialty members. Humana is a full-service benefits solutions company, offering a wide array of health and supplemental benefit plans for employer groups, government programs and individuals. For more information regarding Humana, please visit the Humana Investor Relations page at www.humana.com.

About Health*Compare* Insurance Services, Inc.

Health*Compare*, 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, Health*Compare* 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 **Health*Compare***, 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.