

News release



FOR IMMEDIATE RELEASE

April 25, 2006

Media Contact: Deb Wiethop
(314) 923-4767

MISSOURI BLUE CROSS AND BLUE SHIELD PLAN ADDS POWER OF ANTHEM

St. Louis, MO. – April 25, 2006 –Starting May 1, Blue Cross Blue Shield of Missouri (BCBSMo) will do business as Anthem Blue Cross and Blue Shield, taking on a trusted brand name that symbolizes quality for millions of consumers across the country. Blue Cross Blue Shield of Missouri products and services will now be offered under the Anthem Blue Cross and Blue Shield brand.

The Anthem Blue Cross and Blue Shield brand, used by 11 health plans across the country, is a well-recognized health benefits brand known for quality, affordable health care and has a strong reputation in the market as a trusted choice for consumers. The new brand name in Missouri will continue to embody the consistency, strength, security and stability of the Blue Cross Blue Shield name. While the name and logo will be different, members will receive the same superior customer service they are accustomed to along with more e-commerce capabilities and enhanced product offerings.

“Although we will have a new name, we will be the same Missouri health plan that members have depended on for years for quality products and services,” said Stuart K. Campbell, president of Anthem Blue Cross and Blue Shield in Missouri. “Members will see little change in their experiences with us.”

Membership cards, explanation of benefits, mailings and provider directories will continue to have the same information, brands and logos. As new products are introduced and new members are enrolled, materials will include the Anthem Blue Cross and Blue Shield brand.

As Anthem Blue Cross and Blue Shield, the health plan will continue to offer products and services that will bring employers and consumers more health insurance options and added-value services. Offerings will continue to help consumers choose the right health plans, maintain health, get the right quality care when they need it and control their health care costs.

“As Anthem, we will be able to tap into extensive national capabilities while maintaining our local presence and decision making,” said Campbell. “Health care is locally delivered and locally consumed, and the Missouri team will continue to make decisions locally for our Missouri customers.”

About Anthem Blue Cross and Blue Shield

Anthem Blue Cross and Blue Shield is the trade name RightCHOICE® Managed Care, Inc. (RIT), Healthy Alliance® Life Insurance Company (HALIC) and HMO Missouri, Inc. use to do business in most of Missouri. RIT and certain affiliates administer non-HMO benefits underwritten by HALIC and HMO benefits are underwritten by HMO Missouri, Inc. RIT and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. RIT, HMO Missouri, Inc. and HALIC are independent licensees of the Blue Cross and Blue Shield Association.

Blue Cross Blue Shield of Missouri is the oldest and largest health benefits company in Missouri. Blue Cross Blue Shield of Missouri is an operating subsidiary of WellPoint, Inc., the nation's largest publicly traded commercial health benefits company serving the health care needs of approximately 33.9 million medical members nationally. Blue Cross Blue Shield of Missouri is an independent licensee of the Blue Cross and Blue Shield Association and can be found on the web at www.bcbsmo.com

##