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FOR IMMEDIATE RELEASE

AVMED UNVEILS NEW CONSUMER HSA PLAN

Miami, March 13, 2007 – In a move to offer Floridians an affordable new health plan that allows them to better manage their personal health needs and to build up personal savings for health expenses, AvMed Health Plans is offering a new product, the AvMed Consumer HSA.

AvMed is partnering with HealthEquity, a national leader in Health Savings Account (HSA) services, to offer this new option in consumer-directed healthcare coverage. AvMed will offer the HDHP health coverage, while HealthEquity, of American Fork, Utah, will provide all services related to the HSA.

The AvMed Consumer HSA provides the convenience of a one-stop-shop for employers who want to offer their employees the attractive lower premiums of a High-Deductible Health Plan (HDHP) while also combining the tax-free savings capability and other financial benefits provided by a HSA.

The new AvMed Consumer HSA offers members:

- An easy, one-time enrollment for both the HDHP and the HSA;
- Quick and easy access to their HSA funds;
- 24/7 toll-free live and online support services regarding account information;
- Convenient, online payment and account management;
- Simple record-keeping of medical expenses;
- Online informational tools to aid healthcare decisions;
- The ability to spend or save money accumulated in their HSA, as they see fit.

“AvMed understands that many Floridians want affordable, easy-to-use health coverage that allows them to be more directly involved in managing their own healthcare costs,” said Doug Cueny, President and CEO of AvMed. “As Florida’s hometown health plan, AvMed is dedicated to offering citizens what they want – the AvMed Consumer HSA is an exciting new option.”

Besides offering access to AvMed’s high-quality medical coverage plans, the AvMed Consumer HSA includes financial benefits for members such FDIC Insured Accounts, an optional credit line if there are insufficient HSA funds available to pay healthcare bills, and the ability to invest in a mutual fund which becomes available once the member’s account balance reaches \$2,000.

Additionally, employers benefit from the AvMed Consumer HSA because it allows them to offer their workers health coverage for lower premiums, and allows workers to build up savings tax-free over time to pay for qualified medical expenses.

“AvMed Consumer HSA is a great option for employers and their workers, and we’re delighted to work with HealthEquity – a true leader in Health Savings Accounts – to make this new plan available in Florida,” Cueny added.

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About AvMed Health Plans

AvMed Health Plans has been serving Floridians for more than 35 years. Through an extensive physician network, AvMed provides access to health care coverage to large and small employer groups around the state. Additionally, AvMed offers health care products to Medicare beneficiaries in South Florida. As Florida's Hometown Health Plan, AvMed prides itself on providing members and clients highly personalized service and all the advantages of a nationally competitive health plan. AvMed has offices in Miami, Fort Lauderdale, Palm Beach, Orlando, Tampa, Gainesville and Jacksonville. For more information, visit www.avmed.org

About HealthEquity, Inc.

HealthEquity is a consumer-focused health care services company that enable health insurers, benefits administrators and financial institutions to provide employees and consumers with a personal Health Savings Account integrated into their health plan's claims platform, enabling payment of claims and tax record-keeping. All accounts also include 24/7 access to a knowledgeable personal advisor to help consumers better understand and manage the financial side of heal care. To learn more about HealthEquity, please visit www.healthequity.com.

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