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FOR IMMEDIATE RELEASE

AvMed Health Plans Announces New Director of Sales

- James Scheib to manage the Central Florida Region -

MIAMI, November 27, 2007 – AvMed Health Plans, a leading health benefits provider for Floridians, has announced James Scheib as the new Director of Sales for the Orlando and Tampa Regions. Mr. Scheib will be responsible for growing new business, securing customer loyalty, forging strong relationships with agents and creating awareness in AvMed’s Central Florida region.

Mr. Scheib plans to grow the Orlando and Tampa offices by creating a results oriented environment and improving sales team performance to achieve membership and profitability objectives. With over 15 years of experience, Mr. Scheib understands that a well-prepared and motivated workforce is a company’s best asset to support sales goals.

“AvMed Health Plans is a quality company with affordable health plans for Floridians,” said James Scheib. “My challenge is to create the awareness to bring the company to the next level of success based on our current and future goals.”

Mr. Scheib previously worked at several health plans throughout Florida and Louisiana, including United HealthCare and Vista Healthplan, where he consistently exceeded sales goals, drove emerging market growth, increased membership, and exceeded personal and team quotas throughout his tenure, earning him multiple company awards in recognition of performance.

“Mr. Scheib is a highly-skilled, veteran healthcare professional and we are delighted that he joined our team,” said Jim Repp, Corporate Head of Sales for AvMed Health Plans. “AvMed Health Plans is set for growth and success in the Orlando and Tampa markets, and we feel he is well-prepared to take these regions to that next level.”

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About AvMed Health Plans

AvMed Health Plans has been serving Floridians for more than 35 years. AvMed provides access to health care coverage to large and small employer groups around the state, in addition to Medicare in Miami-Dade and Broward counties. AvMed prides itself on providing members and clients highly personalized service with all the advantages of a nationally competitive health plan. AvMed has offices in Miami, Fort Lauderdale, Orlando, Tampa, Gainesville and Jacksonville. For more information, visit www.avmed.org

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