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FOR IMMEDIATE RELEASE

ED HANNUM NAMED AVMED HEALTH PLANS' NEW PRESIDENT AND COO

MIAMI, October 6, 2008—Ed Hannum, a 21-year veteran of AvMed Health Plans with extensive sales and marketing experience in all major markets in Florida, has been named AvMed's new President and Chief Operating Officer, the company announced today.

Hannum's promotion to AvMed's President and COO was made by Mike Gallagher, AvMed's Chief Executive Officer and President and CEO of SantaFe HealthCare, AvMed's parent company. Since January, Hannum has served as the acting COO of AvMed, providing day-to-day leadership at AvMed. Hannum's promotion is effective immediately.

"Ed has provided exceptional leadership to AvMed since he assumed the role of acting COO ten months ago, and I am delighted to announce his elevation to President and COO today," Gallagher said. "Ed thoroughly understands AvMed and the high value we place on putting our members first. Through his many years of leading an exemplary sales and marketing function across our state, he has developed first-hand, in-the-trenches knowledge of what members and Florida employers truly want and need from their health plan."

"These are exciting times for AvMed, and I am both humbled and excited to be taking on my new role as President and COO," Hannum said. "At the core, my leadership—and AvMed's mission—is to do the right thing for the people we serve, every day. Over the years, I've had the privilege of working closely with Florida families and businesses, and I look forward to continuing to serve them as AvMed's President."

AvMed is one of Florida's oldest and largest not-for-profit health plans, and is solely focused on providing health coverage to Florida citizens and businesses. AvMed is one of only a few health plans in the United States that enjoys dual "Excellent" accreditation status for both its commercial and Medicare health plans from the National Committee for Quality Assurance.

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