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FOR IMMEDIATE RELEASE

**JIM REPP NAMED AVMED HEALTH PLANS' NEW VICE
PRESIDENT OF COMMERCIAL SALES**

MIAMI, FL, December 18, 2008 – AvMed Health Plans announced today that it has named Jim Repp as Vice President of Commercial Sales. Repp, who has served as AvMed's Corporate Head of Sales for the past two years, will be responsible for providing leadership and executive oversight over the execution of commercial sales strategies and operations statewide.

In his new role, Repp will focus on achieving AvMed's strategic growth goals. His appointment is effective January 1, 2009.

"Jim is a seasoned sales leader with nearly 17 years of experience within the managed care industry. His knowledge, experience and enthusiasm have been instrumental in achieving our sales objectives in AvMed's commercial product lines," said Ed Hannum, President and COO of AvMed Health Plans. "He has also developed and extended key relationships with agents and consultants throughout the state."

"AvMed is poised for significant growth and I look forward to contributing to our success in each of the regional markets," said Repp.

Prior to joining AvMed, Repp was responsible for all aspects of commercial sales for Aetna in the state of Ohio. He has been with AvMed Health Plans since February 2004.

About AvMed Health Plans

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 provides access to health care coverage for large and small employer groups around the state, in addition to Individuals and Medicare Advantage members 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. 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 on Quality Assurance. For more information, visit www.avmed.org.

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