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FOR IMMEDIATE RELEASE

AVMED HEALTH PLANS LAUNCHES NEW INDIVIDUAL HEALTH PLAN OPTIONS IN SOUTH FLORIDA

Miami, FL, January 26, 2009—AvMed Health Plans, one of Florida’s leading health benefits providers, has introduced new individual health plan options to residents of Miami-Dade and Broward Counties.

The competitively-priced plans—being offered collectively through AvMed Individual Health—are available to qualified individuals and families. Children-only plans also are available for 2-year-olds to 17-year-olds in the two counties. The plans are especially designed for students, the self-employed, people between jobs and early retirees.

AvMed is also considering expanding this offering to other markets throughout Florida.

“AvMed is focused on making easy-to-use, affordable health coverage available to people who are seeking new options or who don’t have access to coverage through a job or another family member,” said Ed Hannum, AvMed’s President and COO. “These plans offer flexibility to meet personal needs and peace of mind. And, they will help to reduce the high number of uninsured people in our communities, which is good for everyone.”

AvMed Individual Health offers:

- A \$5 million lifetime maximum benefit
- A three-month deductible carry-over, which allows amounts paid in the last three months of the year to be applied to the following year’s deductible
- Preventive care that is not subject to the deductible.
- Plans integrated with a personal Health Savings Account (HSA)

Individuals can select from a variety of benefit options, such as a choice of deductibles and co-payments, prescription drug coverage, mental health care, and access to in- and out-of-network health care providers. All plans provide coverage nationwide.

Details about the various plans, benefit options, eligibility, and an easy on-line application for AvMed Individual Health are available at www.avmed.org/individual or by calling 1-800-390-9355. Plan information is also available through select independent insurance agents.

About AvMed Health Plans

With more than 35 years in Florida, AvMed is one of the state’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. In addition, AvMed has received an “A,” or “Excellent” rating by TheStreet.com Ratings, placing it among the top nine percent of all health plans in the United States in terms of financial strength.