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FOR IMMEDIATE RELEASE

AVMED HEALTH PLANS HONORED FOR COMMUNITY SERVICE

GAINESVILLE, FL – April 30, 2010 —AvMed Health Plans won the award for Business Group Volunteer of the Year at the 38th annual Work of Heart ceremony.

In 2009, AvMed’s Gainesville office raised more than \$167,000 for charitable causes and donated thousands of pounds of food for the United Way’s Backpack Food Program which provides weekend meals for children who rely on school lunches for their hot meal of the day. Employees also donated thousands of books to the Success by Six program.

In nominating AvMed for the award, Mindy Underberger, Vice President for United Way of North Central Florida said, “AvMed’s monetary and time donations are a reflection of its devotion to humanity.”

AvMed, one of Florida’s largest and oldest not-for-profit health plans, contributes statewide to a number of organizations and events ranging from programs to combat teen pregnancy to local economic development initiatives.

“We are a mission-driven company and we believe in giving back to the communities where we live and work,” said Kay Ayers, AvMed’s Senior Vice President, Member Services & Human Resources. “Our employees have always been extremely generous and focused on a culture of service.”

Work of Heart celebrates people who make a difference in the Alachua County community. The committee consists of a group of community organizations, such as the United Way, who want to recognize volunteers for their time and commitment.

With more than 40 years in Florida, AvMed 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 (NCQA), the nation’s top health care quality evaluator. AvMed has offices in Miami, Ft. Lauderdale, Orlando, Tampa, Gainesville and Jacksonville. For more information about AvMed, visit www.avmed.org.