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UPMC HEALTH PLAN LAUNCHES NEW PRODUCT FOR SMALL BUSINESSES

PITTSBURGH (October 18, 2007) – UPMC Health Plan announced the launch of a small group product designed to address the unique challenges of small businesses – UPMC Health Plan’s *Small Business Advantage*. UPMC Health Plan *Small Business Advantage* offers employers with 2 to 99 employees a high-quality, easy-to-implement program of competitive benefits, excellent health promotion resources, online tools, and a dedicated account manager and customer service team.

UPMC Health Plan *Small Business Advantage* includes a choice of medical and vision coverage coupled with a comprehensive package of MyHealth Wellness programs and EAP services at no additional cost. These value-added benefits of UPMC Health Plan *Small Business Advantage* include a tobacco cessation program, discounts on health-related purchases through UPMC Health Plan’s Healthy Living Rewards, a vision network discount, global emergency services from Assist America, and a suite of online tools to help engage and encourage employees to improve and manage their own health.

“UPMC Health Plan created *Small Business Advantage* to help address the unique challenges small business owners face regarding health care benefits,” said Diane P. Holder, president. “This new product will provide an opportunity for small businesses to improve the wellness of their workforce by providing comprehensive health care for their employees.”

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Each business that purchases *Small Business Advantage* will be able to choose a plan that complements the company's spending power. *Small Business Advantage* plans have dedicated service representatives and add-on features usually available only to large groups. For more information, visit www.upmchealthplan.com/smallbusiness.

About UPMC Health Plan

UPMC Health Plan, the second-largest health insurer in Western Pennsylvania, is owned by the University of Pittsburgh Medical Center (UPMC), one of the nation's top-ranked health systems. The integrated partner companies of the UPMC Insurance Services Division – which includes UPMC Health Plan, Work Partners, EAP Solutions, UPMC *for You* (Medical Assistance), and Community Care Behavioral Health – offer a full range of group health insurance, Medicare, CHIP, Medical Assistance, behavioral health, employee assistance, and workers' compensation products and services to nearly 1 million members. Our local provider network includes UPMC as well as community providers, totaling more than 80 hospitals and more than 7,500 physicians in a 29-county region. For more information, visit www.upmchealthplan.com.

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