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UPMC Health Plan Names Sheri W. Manning Vice President, Marketing and Communications

PITTSBURGH (October 28, 2011) – UPMC Health Plan today announced that Sheri W. Manning is its new Vice President of Marketing and Communications, effective immediately.

Ms. Manning will be responsible for the overall marketing activities of UPMC Health Plan and the UPMC Insurance Services Division. In her new position, she will lead the Marketing & Communications department and direct programs that support the Health Plan's relationships with members, providers, customers, and staff.

Prior to joining UPMC Health Plan, Ms. Manning served as Vice President for Marketing Communications, Brand, and Advertising for Blue Cross Blue Shield of Florida, in Jacksonville, since 2005.

A graduate of Florida State University, Ms. Manning has an MBA in Marketing Strategy and Communication from Jacksonville University.

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About UPMC Health Plan

UPMC Health Plan, the second-largest health insurer in western Pennsylvania, is owned by 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, UPMC WorkPartners, *LifeSolutions* (EAP), UPMC *for You* (Medical Assistance), and Community Care Behavioral Health – offer a full range of group health insurance, Medicare, Special Needs Plan (SNP), Children's Health Insurance Program (CHIP), Medical Assistance, behavioral health, employee assistance, and workers' compensation products and services to nearly 1.6 million members. UPMC Health Plan's local provider network includes UPMC as well as community providers, totaling more than 125 hospitals and more than 11,500 physicians throughout

Pennsylvania and parts of Ohio, West Virginia, and Maryland. For more information, visit www.upmchealthplan.com.