

FOR IMMEDIATE RELEASE

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**UPMC Health Plan Invites Seniors to “Take a Walk on the Wild Side” at the Zoo on
National Senior Health & Fitness Day**

PITTSBURGH (May 24, 2007) — UPMC Health Plan announced today that it is the Pennsylvania state sponsor of the 14th annual National Senior Health & Fitness Day. A program featuring fitness activities for seniors who reside in Allegheny County will be held at the Pittsburgh Zoo and PPG Aquarium on Wednesday, May 30, from 10 a.m. to 1 p.m. Seniors are invited to attend the free event and participate in a variety of health- and fitness-related activities including fitness walks, low impact exercises, health screenings, and health information workshops.

Dave Crowley from KDKA will serve as emcee for the Allegheny County event. Leslie Sansone, the creator of “Leslie Sansone’s In-Home Walking Program” will send a team of fitness experts to perform exercise sessions with attendees at the Water’s Edge exhibit at 10:30 a.m. and 11:30 a.m. The event will also feature representatives from America On the Move in Pittsburgh, an initiative sponsored by UPMC Health Plan that encourages people to ‘move more and eat less.’

“UPMC Health Plan is proud to be the Pennsylvania sponsor of the 2007 National Senior Health & Fitness Day,” said Diane P. Holder, president, UPMC Health Plan. “May is Older Americans Month and what better way to recognize this group than to provide a fun way for them to engage in health and fitness activities right here in Pittsburgh. We are pleased to have this opportunity to support seniors as they take part in appropriate and enjoyable forms of exercise and learn about health-related resources in the community.”

National Senior Health & Fitness Day is an annual event held on the last Wednesday in May, where more than 150,000 older adults across the country walk, dance, play, and learn their way to better health and fitness. Programs are hosted by more than 1,000 local and regional organizations. The theme for this year's program, "Make Every Day a Fitness Day!" was chosen from among thousands of entries in a slogan contest for older adults.

Members of UPMC *for Life*, the Health Plan's Medicare product, will be admitted at no charge and may bring one guest who is Medicare eligible. Guests who show their Medicare card will be admitted at no charge. Guests with no proof of Medicare coverage may participate by paying the Pittsburgh Zoo and PPG Aquarium admission fees of \$10 for adults, \$9 for seniors ages 60 to 64, and \$8 for children ages 2 to 13. There is no admission charge for children under 24 months. Parking is free.

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 28-county region. For more information, visit www.upmchealthplan.com.

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