UPMC HEALTH PLAN

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UPMC Health Plan Names New Vice President of Sales

PITTSBURGH (April 25, 2011) – UPMC Health Plan announced today that Kimberly L. Cepullio has been promoted to Vice President, Sales and Account Management, for UPMC Health Plan.

Ms. Cepullio joined the Health Plan in 2010 as Executive Director Sales, Account Management and Product Development.

In her new role, Ms. Cepullio is responsible for sales and account management for the commercial products of UPMC Health Plan. Her focus will include the Health Plan's competitive position in the market, sales targeting, account management, retention, broker relations and sales coordination.

Prior to joining UPMC Health Plan, Ms. Cepullio served as Senior Regional Director of Sales for Excellus Blue Cross/Blue Shield in Rochester, N.Y. She has a B.S.in Health Policy and Administration from Penn State University.

UPMC Health Plan earned the highest ranking for overall satisfaction by a health insurer in Pennsylvania in 2011, according to a study on member experience by J.D. Power and Associates, the nationally recognized market research company.

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, *Life*Solutions (EAP), UPMC *for You* (Medical Assistance), and Community Care Behavioral

Health – offer a full range of group health insurance, Medicare, Special Needs, CHIP, Medical Assistance, behavioral health, employee assistance, and workers' compensation products and services to nearly 1.5 million members. Our 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.

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