NEWS RELEASE

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Contact: Kayla Arnesen, APR
Director, Marketing and Communications
Rocky Mountain Health Plans
Direct: 970-244-7967 Cell: 970-250-4060

ROCKY MOUNTAIN HEALTH PLANS
TELEVISION SPOTS WIN ADVERTISING HONORS
The Colorado American Marketing Association Presents Two Peak Awards

DENVER, Colo. – On June 2, 2011 Rocky Mountain Health Plans received two awards at the Colorado American Marketing Association's (AMA) 23rd Annual Peak Awards Gala. The Gala is Colorado AMA's annual recognition event which honors those who demonstrate exceptional marketing within the Colorado community. It celebrates and recognizes market leaders from all over the state who come from a variety of different media professions and outlets.

With their television spots, Rocky Mountain Health Plans won the television category in the Advertising Division and also took Gold for the Overall Advertising Division. The spot titles include quirky sayings that encompass the lives of true Coloradans such as: *Where we golf in January and ski in June*, *Where formal wear means ironing your jeans*, and *Where we go from heat to AC in a course of a single day*. Rocky Mountain Health Plans is delighted to have received the honors and is looking forward to launching another television campaign this Fall.

All television and radio advertisements are on the web and can be viewed here:
http://www.rmhp.org/about_rmhp/news_room/print_ads.aspx

About Rocky Mountain Health Plans
Founded in Grand Junction, Colo. in 1974, as a locally-owned, not-for-profit organization, Rocky Mountain Health Plans uniquely understands Colorado's health care consumers. We provide access to affordable, quality health care enabling our more than 190,000 Members to live longer, healthier lives. RMHP believes receiving preventive care is key to maintaining good health, which is why it is included as a standard component in our benefit plans. We are the only health plan in Colorado serving every market segment including employers, individuals, Medicare, Medicaid, and Child Health Plan Plus beneficiaries. We are the first Western Slope employer to receive the Gold Well Workplace award from the Wellness Councils of America. For more information, visit rmhp.org.

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