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NEWS RELEASE

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Jim Swayze Named President and CEO of CNIC Health Solutions

Swayze adds CNIC, Colorado's largest third-party administrator of employee benefit plans, to role as vice president and general manager of Rocky Mountain Health Plans Front Range operations to strengthen collaboration between two organizations

(DENVER) – Jim Swayze was named president and chief executive officer of CNIC Health Solutions, Colorado's largest third-party administrator (TPA) of employee benefit plans and a wholly-owned subsidiary of Rocky Mountain Health Plans. Swayze will continue in his role as vice president and general manager of Front Range operations for Rocky Mountain Health Plans, a position he has held since 2001.

CNIC, (pronounced "scenic"), is headquartered in Centennial and has offices in Colorado Springs and Elko, Nevada. The company was acquired by Rocky Mountain Health Plans in 2004. Swayze's appointment to a dual role continues a strategic process to strengthen the collaboration between the two organizations to better serve business groups and insurance brokers in Colorado.

"This decision to expand Jim's responsibilities allows us to align both organizations in new ways that will strengthen our presence and position in the marketplace," said John Hopkins, president and CEO of Rocky Mountain Health Plans. "By combining our sales and marketing efforts and speaking in one voice, we can provide better efficiency and consistency to our customers and broker partners."

Swayze has more than 20 years of management experience in the health insurance industry in Colorado. He actively supports many Denver-area not-for-profit organizations, including the Juvenile Diabetes Research Foundation, American Diabetes Association, Girls on the Run, the American Heart Association and the Alzheimer's Association.

About Rocky Mountain Health Plans

Rocky Mountain Health Plans is a Colorado-based, not-for-profit organization that provides medical benefit plans and services to more than 175,000 enrollees. Founded in 1974, Rocky Mountain offers a wide range of options including PPO, HMO, and Health Savings Account-eligible plans. Medical plans can be fully-insured, fully-insured with cost sharing options, or self-funded. Rocky Mountain is the first Western Slope employer to receive the Well Workplace award from the Wellness Councils of America and has a thirty-year history of serving individuals and families, Medicare and Medicaid-eligible persons, and children who receive care under the Child Health Plan Plus program.

For more information, contact Rocky Mountain Health Plans at 800-843-0719 or visit www.rmhp.org.

About CNIC Health Solutions

CNIC Health Solutions (CNIC), based in Denver, is Colorado's largest independent third party administrator. CNIC provides self-funded PPO products to more than 200 employers and 77,000 enrollees nationally and internationally. Approximately 63 percent of CNIC's members live in Colorado. CNIC's competitive advantage is its technology-focused approach to offering competitively priced products and services, unparalleled system efficiencies, and delivering consistently high quality customer service.

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