



ROCKY MOUNTAIN

HEALTH PLANS®

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20th Annual
TOPCOMPANY
2007

NEWS RELEASE

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Rocky Mountain Health Plans Wins Colorado Top Company Award

(GRAND JUNCTION) – Rocky Mountain Health Plans was named a winner in the 2007 ColoradoBiz Top Company Awards, widely regarded as Colorado's most competitive statewide business-excellence program now in its 20th year. Winners in 10 industry categories were announced on September 12 at an awards luncheon at the Denver Center for the Performing Arts.

A panel of Colorado business leaders, including co-sponsor Deloitte, judged the Top Company winners based on financial performance, community involvement and marketing/product innovation.

Rocky Mountain, which won in the healthcare category, is a Colorado-based not-for-profit health plan founded in 1974. Last year, the company launched a new suite of individual plans called SOLO designed to provide comprehensive, affordable health coverage for many of Colorado's uninsured. Rocky Mountain also contributed \$728,000 to more than 70 community based organizations around the state in 2006.

“As a Colorado company, we are honored to be recognized by our peers as one of the top companies in the state,” said John Hopkins, president and CEO of Rocky Mountain Health Plans. “We congratulate all the winners for the important contributions they make to the people of Colorado.”

Along with Deloitte, which assessed the entrants' financial performance, judges for 2007 were: Kate Paul, CEO, Delta Dental; Larry Pisciotta, CEO, Brakes Plus; Mario Carrera, CEO, Entravision; Jon Nordmark, CEO, eBags; Don Elliman, director, Colorado Office of Economic Development and International Trade; Bruce Hutton, interim dean, Daniels College, University of Denver; and Don Collins, chief marketing officer, Pinnacol.

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.

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