



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

Blue Cross Blue Shield of Vermont Chooses Newkirk Enrollment Publishing System Internet-based HMO Plus system to be used for new member books

ALBANY, NY, February 24, 2005 - Blue Cross Blue Shield of Vermont (BCBSVT), the state's oldest and largest private health insurer, has announced the selection of Newkirk, a nationally known managed care communications provider, for the online creation and production of the insurer's new member enrollment booklets.

"We at BCBSVT see the selection of Newkirk's *HMO Plus* as in line with our goal of constant improvement for the benefit of our customers," said Kevin Goddard, vice president, marketing and external affairs of BCBSVT. "The cost-efficiencies made possible by the *HMO Plus* system will allow us to provide enhanced enrollment materials without negatively impacting premiums."

"Newkirk has significant experience in the development of publishing systems and communications that meet the needs of Managed Care Organizations and Third Party Administrators," said Pete Newkirk, president of Newkirk. "Our managed care clients share common traits, including the need to manage costs, minimize inventories, and prevent the

obsolescence of materials. Our convenient online publishing systems and cost-effective on-demand production capabilities are a perfect solution for this market,” he continued.

As a result of the selection of Newkirk as its member communications provider, BCBSVT introduced enrollment materials produced by Newkirk, through the *HMO Plus* system in time for the Fall 2004 open enrollment period.

About Blue Cross Blue Shield of Vermont

Blue Cross and Blue Shield of Vermont is the state's oldest and largest private health insurer, providing coverage for about 180,000 Vermonters. It employs over 350 Vermonters at its headquarters in Berlin and branch office in Williston, and offers group and individual health plans to Vermonters. Blue Cross and Blue Shield of Vermont is an independent corporation operating under a license with the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.

More information about Blue Cross and Blue Shield of Vermont is available on the Internet at www.bcbsvt.com.

About Newkirk

For over 30 years, Newkirk has developed creative solutions to communications issues faced by managed care organizations, financial institutions, and professional firms. For more information, visit www.newkirk.com or call 800-525-4237.

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