



We care for Wisconsin.

UNDERWRITTEN BY WPS HEALTH PLAN, INC.

FOR IMMEDIATE RELEASE

June 19, 2007

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Arise Health Plan Endorsed Preferred Carrier of WI Builders Association®

Arise Health Plan was recently endorsed by the Wisconsin Builders Association® as a preferred health insurance carrier effective June 1, 2007. The Wisconsin Builders Association® and its insurance agency, WBA Insurance Services, are endorsing Arise Health Plan for several reasons. The stability and longstanding presence of their providers in Northeast Wisconsin along with the flexibility their managed care plans offer were two important factors identified while considering the endorsement. Arise Health Plan has made a commitment to design health insurance plans exclusive to the members of the Wisconsin Builders Association at an affordable price.

"The Wisconsin Builders Association® is confident that this new partnership with Arise Health Plan will enhance the overall benefit to our members," said Karl Johnson, agency manager of WBA Insurance Services.

Recently, Arise Health Plan introduced an individual health insurance plan called Healthy1. In addition to offering health insurance for individuals, they also offer consumer directed plans, managed care plans and self-funded administration to clients in northeast Wisconsin and now in the greater northcentral Wisconsin. Arise Health Plan is based in Green Bay and is the health insurance carrier of the Green Bay Packers.

Arise Health Plan has an "Excellent" accreditation by The National Committee for Quality Assurance (NCQA) and features a network of thousands of providers. They continue to focus on educating consumers about health care choices, offering personalized service and maintaining a strong local presence in several Wisconsin communities.

For more information, contact Tom Duffy at 920-617-6306 or visit the website at www.WeCareForWisconsin.com.

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