



We care for Wisconsin.

UNDERWRITTEN BY WPS HEALTH PLAN, INC.

FOR IMMEDIATE RELEASE

May 10, 2011

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WPS Health Insurance and Arise Health Plan Office Moving to De Pere

WPS Health Insurance and Arise Health Plan will be relocating their offices to 421 Lawrence Drive, Suite 100, De Pere, Wisconsin to accommodate their steady growth. De Pere will officially become home to more than 70 WPS Health Insurance and Arise Health Plan employees on Monday, May 16-2011. Arise Health Plan currently operates from their offices at 2710 Executive Drive in Green Bay.

Wisconsin Physicians Service Insurance Corporation (WPS Health Insurance) purchased Prevea Health Plan in June of 2006 to strengthen their presence in northeast Wisconsin and to bring the resources of a statewide organization to a regional HMO. The name was later changed to Arise Health Plan in 2007.

"We are committed to providing the best possible health care financing options for northeast and northcentral Wisconsin business and citizens and are proud to take an active role in promoting the health and well-being of the communities our customers and employees call home " said Jim Riordan, WPS Health Insurance President and Chief Executive Officer.

WPS Health Insurance, based in Madison Wisconsin, was recently recognized for the second year in a row as one of the "World's Most Ethical Companies" by the Ethisphere Institute. This special designation is reserved for organizations that demonstrate outstanding commitment to ethical leadership, compliance practices, and corporate social responsibility.

Arise Health Plan offers a full line of managed care plans for businesses of all sizes, self-funding administration, consumer driven and individual products. They serve clients in northeast and north central Wisconsin, including Green Bay, Manitowoc, the Fox Valley and Wausau.





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Arise Health Plan is accredited by The National Committee for Quality Assurance (NCQA) with a rating of excellent. NCQA's mission is to improve the quality of health insurance by developing a common set of standards by which customers can measure all health plans. Arise Health Plan features a broad network of thousands of providers. They continue to focus on educating consumers about healthcare choices, offering personalized service and maintaining a strong local presence in the communities they serve.

About WPS Health Insurance

WPS was founded in 1946 by doctors committed to affordable, compassionate care. Today, WPS is Wisconsin's leading not-for-profit health insurer, offering affordable rates, flexible plans, and comprehensive physician networks to individuals, families, and businesses. Our plans include individual health insurance, family health insurance, high-deductible health plans, and short-term health insurance, as well as flexible and affordable group plans and cost-effective benefit plan administration for businesses. Our Medicare Companion is the #1-selling Wisconsin Medicare supplemental insurance. In addition, the WPS Medicare division administers Part A and B benefits for millions of seniors in multiple states, and the WPS TRICARE division serves millions more members of the U.S. military and their families. For more information about WPS Health Insurance, visit www.wpsic.com.

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