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WPS chosen as one of World's Most Ethical Companies[®] *It's the sixth consecutive year that WPS has received this distinction*

MADISON, Wis.—March 9, 2015—WPS has once again been recognized by the Ethisphere[®] Institute as one of the World's Most Ethical Companies[®] for 2015. This is the sixth time that WPS has been honored with this award, which recognizes organizations that continue to raise the bar on ethical leadership and corporate behavior.

A total of 132 companies made the list this year, and WPS is one of only two companies in the Accident & Health Insurance category.

“WPS prides itself on always having high ethical standards,” said WPS Vice President of Internal Audit, Compliance and Risk Jane Keller-Allen. “We believe our employees, customers, government officials, partners, and our communities respect and trust us to always do the right thing. We should all be proud to work for a company that is recognized for its ethical leadership,” she said.

“The World's Most Ethical Companies embrace the correlation between ethical business practice and improved company performance. These companies use ethics as a means to further define their industry leadership,” said Ethisphere Chief Executive Officer Timothy Erlich. “We congratulate everyone at WPS for this extraordinary achievement.”

The World's Most Ethical Company assessment is based upon the Ethisphere Institute's Ethics Quotient[™] framework, which assesses performance in an objective, consistent and standardized way. The collected information provides a comprehensive sampling of criteria of core competencies.

Scores are generated in five key categories: ethics and compliance program (35%), corporate citizenship and responsibility (20%), culture of ethics (20%), governance (15%) and leadership, innovation and reputation (10%).

The full list of the 2015 World's Most Ethical Companies can be found at <http://ethisphere.com/worlds-most-ethical/wme-honorees/>.

About WPS

Founded in 1946, WPS is a nationally regarded government contractor and Wisconsin's leading not-for-profit health insurer. The WPS Health Insurance division offers

affordable individual health insurance, family health insurance, high-deductible health insurance, and short-term health plans, as well as flexible and affordable group plans and cost-effective benefit plan administration for businesses. 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. In 2015, the international Ethisphere® Institute named WPS one of the World's Most Ethical Companies® for the sixth straight year. For more information about WPS, visit www.wpsic.com.

About the Ethisphere® Institute

The Ethisphere® Institute is the global leader in defining and advancing the standards of ethical business practices that fuel corporate character, marketplace trust and business success. Ethisphere has deep expertise in measuring and defining core ethics standards using data-driven insights that help companies enhance corporate character. Ethisphere honors superior achievement through its World's Most Ethical Companies® recognition program, provides a community of industry experts with the Business Ethics Leadership Alliance (BELA) and showcases trends and best practices in ethics with the Ethisphere Magazine. Ethisphere is also the leading provider of independent verification of corporate ethics and compliance programs that include: Ethics Inside® Certification, Compliance Leader Verification™ and Anti-Corruption Program Verification™. More information about Ethisphere can be found at www.ethisphere.com.