

WPS Health Insurance News Release

FOR IMMEDIATE RELEASE

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**WPS Health Insurance Announces Hamerlik to Replace
Retiring Riordan as President and CEO**

*Former President of Noridian Administrative Services, LLC Brings 22 Years
of Insurance Industry Management Experience to WPS*

MADISON, Wisconsin—April 9, 2012—WPS Health Insurance, Wisconsin's leading not-for-profit [health insurance company](#), announced today the appointment of veteran insurance leader Michael Hamerlik as President and Chief Executive Officer, effective June 11, 2012. Hamerlik will replace Jim Riordan, who will be retiring after more than 20 years in that role and 39 years with WPS.

In making the announcement, Riordan said, "We are pleased and excited to welcome Mike to WPS. Mike is an experienced insurance professional with a passion for this industry. He has been heavily involved in strategic direction and diversification over his insurance management career. His experience makes him exceptionally well prepared to help WPS navigate this challenging industry in the years ahead."

Hamerlik comes to WPS with 22 years of experience in the Health Insurance and Medicare fields. In addition, he was a practicing attorney and admitted to practice before the U.S. Supreme Court. Prior to his 10 years as CEO at Noridian, Mike served as Executive Vice President, Government and Corporate Operations at Blue Cross Blue Shield of North Dakota. He started there as Associate General Counsel and held several positions with increasing responsibility during his tenure. Mike is a former member of the North Dakota House of Representatives.

Hamerlik remarked, "WPS is an impressive organization, unique for its diverse array of insurance and financial products and services, and recognized internationally for its commitment to ethical business practices. I am honored to join WPS and I look forward to working with management and the board of directors to build on the company's foundations to deliver exceptional value to our members and the communities WPS serves."

Riordan stated, "I am confident that Mike will be a leader devoted to upholding our long-held corporate priorities and reinforcing our commitment to our members, employees, partners, and communities."

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“I look forward to taking WPS’ current achievements to the next level and finding new opportunities for success in the future,” said Hamerlik. “I am excited to join WPS at such an exciting and challenging time.”

About WPS and its Subsidiaries

Wisconsin Physicians Service Insurance Corporation was established in 1946 to market and administer one of the state’s first not-for-profit health insurance plans. Today, WPS Health Insurance is Wisconsin’s leading not-for-profit health insurer, offering affordable 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. 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. WPS subsidiaries include The EPIC Life Insurance Company, provider of non-medical group insurance products including term life, disability, and vision; Arise Health Plan, a provider of group and individual health insurance plans serving northeastern and north central Wisconsin; and WPS Community Bank, a provider of personalized community banking services to individuals and small- to mid-size businesses in Madison, Wisconsin and throughout Dane County. In 2012, the international Ethisphere® Institute named WPS Health Insurance one of the World’s Most Ethical Companies for the third straight year, and WPS continues to be the only health insurance company to earn this distinction multiple times. For more information, visit www.wpsic.com.

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