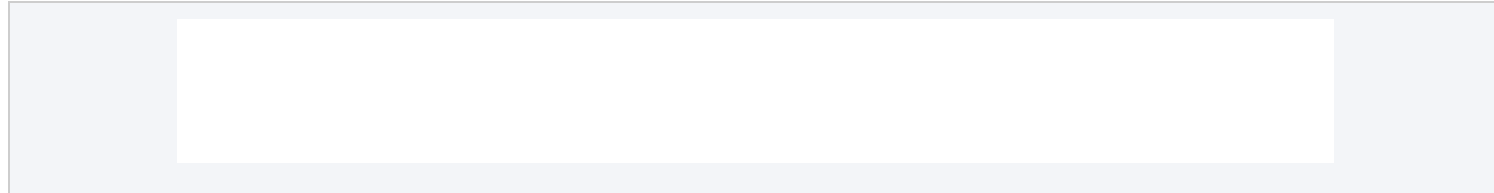


April 18, 2013, 1:00 p.m. ET

Florida Blue Served as Host to 2013 Disability Matters Conference

Press Release

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-- Company honored with three awards for its focus on supporting those with disabilities --

JACKSONVILLE, Fla., April 18, 2013 /PRNewswire/ -- Florida Blue, Florida's Blue Cross and Blue Shield company, hosted the seventh annual U.S. Disability Matters Award Banquet and Conference on its corporate campus on April 15-17, 2013.

(Logo: <http://photos.prnewswire.com/prnh/20120904/MM67207LOGO>)

The event, created and implemented by Springboard Consulting, LLC, featured executive presenters from corporate America, the federal government, academia and the non-profit sector, all of whom shared their experiences and best practices on how to support and market to this large, loyal segment of the population.

Florida Blue was selected as host in part because of its initiatives to create an exceptional experience for its employees with disabilities. In fact, two of its employees were recognized as 2013 Disability Champions. As such, they each went above and beyond in their commitment to support people with disabilities in the workplace and inspired their peers to do so as well.

Additionally, Florida Blue was one of three companies presented with a Workplace Award that recognized its initiatives to create an exceptional experience for employees with disabilities.

"We at Florida Blue are committed to helping people and communities achieve better health and are dedicated to every aspect of health and wellness for those we serve," said Pat Geraghty, chairman and CEO of Florida Blue. "We recognize the unique needs of people with disabilities and strive to foster inclusiveness in the workplace; we believe this is a critical component of becoming a great place to work."

About Springboard, LLC

Founded in 2005, Springboard is recognized as the expert in mainstreaming disability in the global workforce, workplace and marketplace. Serving corporations and organizations throughout the U.S., Canada, Europe and Asia, Springboard has become a trusted partner in relation to disability issues and initiatives across virtually every business category. Springboard annually honors exemplary organizational initiatives that promote the outreach, support & engagement of people with disabilities as employees and as consumers through the Disability Matters Awards.

About Florida Blue

Florida Blue, Florida's Blue Cross and Blue Shield company, is a leader in Florida's health care industry. Our mission is to help people and communities achieve better health. Florida Blue has approximately 4 million health care members and serves 15.5 million people in 16 states through its affiliated companies. Florida Blue is a not-for-profit, policyholder-owned, tax-paying mutual company. Headquartered in Jacksonville, Fla., it is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information, visit www.FloridaBlue.com.

SOURCE Florida Blue

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