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FOR IMMEDIATE RELEASE

Blue Cross and Blue Shield of Oklahoma reveals new sales contact center

Business unit has economic impact of \$52.8 million

Oklahoma City, Okla. (June 22, 2011) — Blue Cross and Blue Shield of Oklahoma, a division of Health Care Service Corporation (HCSC), hosted a ribbon cutting ceremony to open a new consumer markets sales contact center today. The new business unit will have an economic impact of an estimated \$52.8 million. Oklahoma City was selected by HCSC as the location due to the quality of its local workforce and availability of state and local business incentives.

The ribbon cutting ceremony featured Oklahoma Insurance Commissioner John Doak; Michael Ogan, director of business development for the Greater Oklahoma City Chamber; Patrick Ryan, Oklahoma City councilman; Blue Cross and Blue Shield of Oklahoma President Bert Marshall and John Mavros, director of individual health sales for HCSC.

"We're excited about the opportunity to grow our sales center here in Oklahoma City," Mavros said. "From this facility, we'll have the opportunity to grow and serve customers not only in Oklahoma, but in Texas, New Mexico and Illinois as well." HCSC operates Blue Cross and Blue Shield plans in Oklahoma, Illinois, New Mexico and Texas.

The newly renovated facility is on the fourth floor of Blue Cross and Blue Shield of Oklahoma's existing building at 3401 NW 63rd Street. The sales contact center currently staffs 48 employees, and it is expected to grow to more than 100 employees over the next three years.

"We're pleased to have the opportunity to bring more jobs to Oklahoma," Marshall said. "And we're grateful to the community leaders at the Oklahoma City Chamber for making this possible."

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NEW CONTACT CENTER

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Throughout its 71-year history, Blue Cross and Blue Shield of Oklahoma has been committed to meeting the health care financing needs of Oklahomans. As the state's oldest and largest private health insurer, Blue Cross and Blue Shield of Oklahoma provides health care benefit plans for more than 650,000 Oklahomans.

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