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**DEFINITY HEALTH PROJECTS RECORD
MEMBERSHIP TO EXCEED 320,000**

*2004 Cost Increase Averaging 5% For Definity Clients
Versus Industry Average Near 13%*

MINNEAPOLIS – Nov. 4, 2003 – Less than four years since the launch of its consumer-driven healthcare plan, Definity Health announced today that it expects to cover more than 320,000 employees and their families nationwide this coming January. That's up from 5,000 employees and dependents covered in 2001, when Definity Health became the first company to introduce consumer-driven healthcare.

Better control over healthcare costs and high employee satisfaction are fueling the growth, according to Tony Miller, chief executive officer of Definity Health. Costs for companies renewing Definity Health coverage for 2004 show an aggregate increase of less than five percent, Miller said. Employer-sponsored healthcare coverage is projected to show an average increase of 12.6 percent for 2004, according to recent employer survey results from Hewitt Associates. "The Definity Health program allows employees to become owners of their health benefit. This ownership is key to our cost-control solution," Miller said. "Our data show that by giving employees the freedom, choice, incentives and support to make their own healthcare decisions, they use care more appropriately and, as a result, costs can be brought under control," he said.

"It's significant that improved cost control is not compromising employee satisfaction." Definity Health member re-enrollment, a key barometer of satisfaction, stands at 95 percent – well ahead of the industry norm.

Initially offered to employees in 2001 by just three employers, more than 80 organizations – 28 of them among the Fortune 1000 – now make Definity Health's benefit program available to their employees. During this fall's open enrollment period, more than three million employees will find Definity Health's plan among the benefit choices their employers offer. More than a dozen companies will offer Definity Health to their employees as the only health coverage option.

Organizations offering the Definity Health option represent the gamut of sectors, including financial services, transportation, higher education, retailing, manufacturing and government. Among Definity Health's clients:

- 12 companies are in the Fortune U.S. or Global 100: Allianz, BASF, BellSouth, Cardinal Health, ConAgra, International Paper, McKesson, Safeway, Siemens, Sodexo, SuperValu and Wells Fargo

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- 13 companies are in the Fortune 500: Amazon.com, Aon, Charter Communications, Coors, Countrywide, CVS Pharmacy, L-3, Medtronic, Raytheon, Rohm & Haas, Starwood, Textron and Whirlpool
- Seven companies rank in the Fortune 1000: Dade Behring, Intuit, J.B. Hunt, Oshkosh Truck, Rock-Tenn, Scientific-Atlanta and Trinity Industries
- Four companies rank as the 'Fortune 100 Best To Work For': American Century, Intuit, Medtronic and Welch Allyn
- Six are public sector organizations: Federal employees through the American Postal Workers Union, Louisiana State University, the University of California at Santa Barbara (UCSB) and at San Francisco (UCSF), the University of Minnesota and the Arizona Schools Health Insurance Program (ASHIP)

Under the Definity Health benefit, members pay for healthcare services of their choice out of a Personal Care Account (PCA), which is funded by their employers at a set amount each year. Benefit dollars left in the member's PCA at year-end roll over for use by the member for future medical expenses. If an employee's annual healthcare costs exceed the PCA benefit dollars, health coverage is provided once a deductible is met.

To support and engage members as they exercise greater choice and become more involved with their healthcare decisions, Definity Health provides extensive tools and information via phone and through a personalized member website. Web-based resources include extensive medical and drug pricing information, a consumer medical library, hospital quality ratings, extensive provider information and a tool that allows members to compare the care they receive for certain conditions to medical community "best practices." Health coaches are available 24/7, both online and by phone.

"These resources ensure that our members have access to information that will improve their decision-making and support better care," said Tom Valdivia, chief medical officer for Definity Health. "More than 50 percent of our members are using their member websites, while 15 percent of our members are using the health coaching program. Both of these figures are well ahead of industry norms and reflect a very active member population."

Minneapolis-based Definity Health (www.definityhealth.com) leads the nation in providing consumer-driven healthcare benefit programs. The company was awarded the National Business Coalition on Health 2002 Mercury Award for eHealth excellence and the 2001 Creative Excellence in Benefits Award by the International Foundation of Employee Benefit Plans. The Health Insurance Association of America also recognized the company and CEO Miller with its 2001 Innovators Award.

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