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FOR IMMEDIATE RELEASE

AVMED ANNOUNCES SENIOR EXECUTIVE APPOINTMENTS

Miami, FL – November 23, 2011 – AvMed Health Plans announced that it has named Brad Bentley as Senior Vice President – Underwriting, Actuarial & Regulatory Affairs and James M. Repp as Senior Vice President – Sales & Marketing, effective November 1, 2011.

“Their leadership and commitment to AvMed; proven internally and externally, coupled with their continued industry influence and knowledge, demonstrates their ability to assume greater responsibilities at the Senior Vice President level.” said Ed Hannum, AvMed President & COO. “We look forward to their continued success as part of the AvMed organization.”

Repp has overall accountability for the leadership of all sales, service, retention, advertising, marketing and public relations in the commercial product line. He joined AvMed in 2004 as Director of Sales for the Miami region. In January of 2009, he became the Vice President of Commercial Sales. Repp came to AvMed from Aetna in Ohio. He has more than 20 years of experience in the managed care arena, sales and marketing.

Bentley joined AvMed in 1990 as Director of Accounting and Manager of Budgeting. Most recently he served as Vice President of Underwriting. He has overall accountability for several critical company functions, including Underwriting (Commercial Group and Medical), Actuarial Services, Employer Group Analytics, Competitor Analysis, Regulatory Rate and Product Filings and Regulatory Affairs. Bentley has over twenty years of experience in the managed care industry.

About AvMed Health Plans

AvMed has been providing health care coverage to Florida citizens and businesses for over 40 years. AvMed is one of only a few health plans in the United States that enjoys dual “excellent” accreditation status for both its Commercial and Medicare health plans from the National Committee for Quality Assurance (NCQA), the nation’s top health care quality evaluator. AvMed offers health coverage options to large and small employers in most major markets around the state; Medicare Advantage products in Broward and Miami-Dade counties, and Individual coverage in Broward, Miami-Dade and Palm Beach counties. For more information about AvMed, visit www.avmed.org.

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