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News Release

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News Media Inquiries, Contact:

Vicki Perry, President & CEO
ADVANTAGE Health Solutions, Inc.SM
(317) 573-6571 Phone, (317) 580-8009 Fax
v.perry@advantageplan.com
www.advantageplan.com

ADVANTAGE Health Solutions to be Founding Partner in Lucas Oil Stadium

INDIANAPOLIS, IN, October 2, 2007 – ADVANTAGE Health Solutions, Inc.SM has entered into a long-term agreement with Indianapolis Colts, Inc. to be a founding partner of the new state of the art Lucas Oil Stadium. This six-year deal marks a significant investment for ADVANTAGE and reinforces their commitment to Indiana businesses and communities at all levels.

The agreement between ADVANTAGE and the Indianapolis Colts commences March of 2008 and includes naming rights for the upper and lower level west club along with radio, television and print advertising. Additionally, ADVANTAGE will have the opportunity to partner with the Indianapolis Colts for certain community related events and sponsorships.

“Our decision to partner with the Indianapolis Colts was based on not only the branding and business opportunities it presents, but also on the similarities of both organizations’ philanthropic dedication,” said Vicki Perry, President and CEO of ADVANTAGE. “This alliance provides us the platform to drive our business forward by gaining further recognition among Indiana employers while also allowing us a partnership that will mutually benefit the communities which we serve.”

“ADVANTAGE’s passion for community outreach and their support of Indiana businesses are just a few of the reasons we are delighted to be partnering with them in what is a significant sponsorship deal for both organizations,” said Tom Zupancic, Senior Vice President of Sales & Marketing for the Indianapolis Colts.

About ADVANTAGE

ADVANTAGE Health Solutions, Inc.SM (ADVANTAGE) is a local, provider-owned health plan offering healthcare benefits and solutions to employer groups of all size. ADVANTAGE is solutions-oriented and provides a consultative approach to helping their clients choose the best benefit option for their company and employees. ADVANTAGE believes in providing employers with a long-term health plan solution.

ADVANTAGE began its operations in May of 2000. Since inception, ADVANTAGE has achieved significant milestones and is one of the fastest growing health plans in Indiana.

Additionally, ADVANTAGE has received the National Committee for Quality Assurance (NCQA) Excellent Accreditation status, the highest possible accreditation status for service and clinical quality. This means they meet or exceed NCQA’s rigorous requirements for consumer protection and quality improvement. It also means that the clinical care delivered by their contracted physicians is in the highest range of national performance.