

For Immediate Release

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Arcadian Health announces launch of new corporate website

OAKLAND, Calif., August 5, 2009 – Arcadian Health Plan, Inc., and Arcadian Management Services, known as “Arcadian Health,” announced today the launch of a new corporate website. The new website is one of Arcadian Health’s many steps toward improving their visibility in the health care industry, and provides a seamless experience for anyone looking for information on Arcadian Health, from health plan members to prospects, and from sales agents to healthcare providers.

According to Garrison Rios, Arcadian Health Plan’s Chief Sales and Marketing Officer, “Launching our corporate website is a leap forward for the company. As we work to strengthen Arcadian Health’s external brand awareness and provide our clients with a more efficient interface to our services, the new website is a critical resource that ensures the future growth and success of the company.”

In addition to the local Health Plan office information and links to the local Health Plan websites, the new website also includes a video welcome message, presented by the Chairman and Chief Executive Officer, Robert Fahlman. The website is located at a new URL that is easier for users to remember: www.arcadianhealth.com.

Arcadian Management Services, founded in 1996, provides high-quality, cost-effective administrative infrastructure and management services to health care physicians, hospitals and health plans.

In order to capitalize on the foundation of Arcadian Management Services, Arcadian Health Plan, Inc., was founded in 2004. Arcadian Health Plan, as well as its sister organizations and corresponding affiliates, is a Medicare Advantage health plan provider operating in the following 11 states: Arizona, Arkansas, Georgia, Louisiana, Maine, New York, North Carolina, Oklahoma, South Carolina, Texas, and Washington. In 2010, Arcadian Health Plan, Inc., has applied to serve in the following additional states pending approval from the Centers for Medicare and Medicaid Services: California, Missouri, New Hampshire, and Virginia. The plans are currently offered under the following local product names: * Arcadian Community Care (Louisiana residents) * Arcadian Health Plan (Oklahoma residents) * Arkansas Community Care * Columbia Community Care * Desert Canyon Community Care * Northeast Community Care * Southeast Community Care * Spokane Community Care * Texarkana Community Care * Texas Community Care.

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