

# NEWS RELEASE



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*For immediate release*

## **Golden Rule Insurance Company to Offer Health Insurance to Individuals, Families In Alabama**

*Health savings account pioneer has 60 years in individual health insurance market*

**Indianapolis, IN (February 1, 2005)** – Golden Rule Insurance Company, a leader in the individual health insurance market for nearly 60 years, announced today that it will begin offering a full range of plans to individuals and families in Alabama.

Golden Rule currently does health insurance business in 26 other states and is rated “A” (Excellent) by A.M. Best, and “A+” (Strong) by Standard & Poor’s, independent rankings that indicate financial strength and stability. In addition, for eight consecutive years, Golden Rule has been ranked by Ward Group as one of the 50 Life-Health top-performing companies that have done the best job of balancing financial safety, consistency, and performance over the past five years. .

A member of the UnitedHealth Group family of businesses, Golden Rule helped pioneer the health savings account (HSA) concept, which combines a high deductible insurance plan with a tax-favored savings account. Today, one out of every three plans purchased from Golden Rule is an HSA plan.

“We believe that our new customers in Alabama will be pleased with our affordable, high-quality health insurance, our handling of claims and our customer service,” said Andy Grim, vice president of marketing.

Grim said that Golden Rule customers will have access to UnitedHealthcare’s Choice Plus network of almost 7,000 physicians and 100 hospitals throughout Alabama.

According to David Lewis, UnitedHealthcare CEO for the Gulf States, “UnitedHealthcare has a long history of serving the people of Alabama, including the recent introduction of health savings accounts for employers and their employees. Now, individuals and families looking for affordable health coverage and other benefits of HSAs will find that Golden Rule more than meets their needs.”

For more information about Golden Rule health insurance products and services, call 1-800-974-4472 or visit [www.goldenrule.com](http://www.goldenrule.com).

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