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Elder Health Introduces new ‘Bravo’ product identity

(BALTIMORE, MD – October 17, 2006) -- Elder Health, Inc. announced today that it has changed the name of its Medicare Advantage and prescription drug plans to Bravo by Elder Health. Accompanying the name change is the release of a new logo and brand identity, which will begin appearing on product brochures and print advertising this fall.

"Our product names have changed but our commitment to meeting the needs of Medicare-eligible individuals has not," said Jeff Folick, chief executive officer of Elder Health. "We remain dedicated to offering products and services that older adults need to live life well."

Through its Medicare Advantage and prescription drug plans, the company currently serves more than 52,000 individuals in Delaware, Maryland, Pennsylvania, Texas and the District of Columbia. Beginning January 1, 2007, Bravo by Elder Health PDPs will also be available in California, Florida, Illinois, Michigan, Ohio, New York, New Jersey and West Virginia. Also beginning January 1, the company will launch a Bravo by Elder Health fee-for-service Medicare Advantage plan in the Mid-Atlantic region.

Current Elder Health members will soon receive new identification cards with the new Bravo name and look.

Founded in 1996, Elder Health is a senior-focused company committed to being a national leader in simplifying access to healthcare and improving service, outcomes and healthcare quality for seniors. To do this, the organization partners with local hospitals and more than 8,000 physicians in providing comprehensive benefits with an emphasis on preventive care. More information may be obtained at

www.elderhealth.com.

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