

News Release

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For Immediate Release

CareFirst BlueCross BlueShield Expands in Cumberland *Move to 40,000 Square-Foot Office Expected in 2011*

CUMBERLAND, MARYLAND (March 3, 2010) – CareFirst BlueCross BlueShield (CareFirst) has announced plans to expand its operations in Cumberland, Md., streamlining its Large Group Administrative Service Unit, which provides claims processing and customer service for accounts of 100 or more members. The company has signed a 10-year lease on a newly constructed, 40,000 square-foot facility to be completed in 2011. The developer of the project is Academic Privatization who has selected Belt Construction as the general contractor.

The Cumberland office has grown from fewer than 20 associates two decades ago to more than 150 today. CareFirst is currently operating from three office locations in Cumberland. CareFirst worked with the Allegany County Board of Commissioners and Allegany County Economic Development on this project.

Matthew W. Diaz, Director, Allegany County Economic Development, echoes his support. “Business retention and expansion is one of the top missions of our organization. CareFirst’s commitment to Allegany County through its proposed expansion, which will result in a state-of-the-art facility, truly shows the value of public-private partnerships in economic development.”

The organizational structure of CareFirst changed in 2008 when President and CEO Chet Burrell announced the creation of four Administrative Service Units (ASUs):

- Consumer Direct
- Federal Employee Program
- Large Group
- Small and Medium Group

In its 74th year, CareFirst, an independent licensee of the Blue Cross and Blue Shield Association, is a not-for-profit health care organization which, through its affiliates and subsidiaries, offers a comprehensive portfolio of health insurance products and administrative services to 3.4 million individuals and groups in Maryland, the District of Columbia and Northern Virginia. Through its CareFirst Commitment initiative and other public mission activities, CareFirst supports efforts to increase the accessibility, affordability, safety and quality of health care throughout its market areas.

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To learn more about CareFirst BlueCross BlueShield, visit our Web site at:
www.carefirst.com