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**BLUE CROSS AND BLUE SHIELD OF GEORGIA  
INTRODUCES BLUE VIEW VISION<sup>SM</sup>**

*Keeping Life in Focus for Georgians*

**ATLANTA—Oct. 1, 2008** – Blue Cross and Blue Shield of Georgia (BCBSGa) is now offering an affordable and flexible vision plan, Blue View Vision, which provides access to more than 600 network providers in Georgia and to more than 44,000 providers and provider locations nationwide.

The Blue View Vision network includes ophthalmologists, optometrists, and opticians. In addition to private practitioners, Blue View Vision's broad national network includes retailers like LensCrafters®, Target® Optical, JC Penney® Optical, Sears Optical and Pearle Vision locations.

“When employees get the vision care they need, productivity increases. And when vision care is covered by the Blue View Vision<sup>SM</sup> plan, employees can get quality care quickly and conveniently,” said Monye Connolly, president, BCBSGa.

Blue View Vision members are entitled to a number of important benefits and discounts on products and services, including comprehensive eye examinations and coverage for lenses and frames or contact lenses. Members also enjoy additional savings of up to 40 percent on the purchase of extra pairs of eyewear, conventional contact lenses, lens treatments, specialized lenses and other non-covered items, even after they've exhausted their covered benefits – kids ages 19 and under get full coverage of Transitions® and polycarbonate lenses.

With many provider locations open evenings and weekends, members have greater flexibility and convenience when scheduling appointments. And since so many people buy glasses on evenings and weekends, Blue View Vision customer service is available seven days a week to answer customer questions.

As the work force ages, Blue View Vision coverage can help maintain employee productivity. The National Eye Institute estimates that more than 38 million Americans age 40 and older experience blindness, low vision or an age-related eye disease, such as age-related macular degeneration, diabetic retinopathy, glaucoma or cataracts.

“An eye exam is one of the best forms of preventive medicine today. An integrated health benefits plan that includes medical and vision coverage provides consumers with

important preventative services with a focus on overall well-being and good health,” added Connolly. “BCBSGa offers employers a single source for a comprehensive, competitive total insurance package that can help them to recruit, engage and retain employees.”

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About Blue Cross and Blue Shield of Georgia, Inc.

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