



NEWS RELEASE

July 29, 2010

Contact: Steven Hendricks
Phone: 904-905-0461
Steven.Hendricks@bcbsfl.com

Blue Cross and Blue Shield of Florida partners with Jacksonville Jaguars in naming of practice fields

The Jacksonville Jaguars announced that Blue Cross Blue Shield of Florida (BCBSF) has secured the naming rights sponsorship of the club's practice fields. Blue Cross Blue Shield of Florida is the official health care partner of the Jaguars. The fields, located adjacent to EverBank Field, will be called the Florida Blue Health & Wellness Practice Fields.

The deal includes naming rights and signage inside and outside the practice fields along with numerous promotional opportunities. In addition, the club's practice uniforms will have a BCBSF patch on the jersey. The Florida Blue Health & Wellness Practice Fields include three outdoor practice fields, and the complex hosts the Jaguars' training camp, pregame functions on game days and throughout the year, youth football events and other community activities. BCBSF will continue to air public service announcements during Jaguars home games promoting their health and wellness initiatives.

"We appreciate the support and the partnership of Blue Cross Blue Shield of Florida," Jaguars owner Wayne Weaver said in making the announcement. "We're pleased that they are a member of the Jaguars family and we welcome their sponsorship of these practice fields. We look forward to a long and mutually beneficial relationship."

"We're excited about partnering with the Jacksonville Jaguars," said Mark Lee, vice president, Brand Development & Marketing Communications, BCBSF. "It's a great opportunity for us to reach the Jacksonville community, as we continue to promote health and wellness to all Floridians."

To kick off the partnership, BCBSF will host a Family Day at the Jaguars Training Camp on Saturday, July 31 from 6:00-9:00 p.m. on the Florida Blue Health & Wellness Practice Fields. The event will feature health screenings, nutritional counseling, special giveaways and interactive games for fans. To pick up a VIP ticket for the event, which includes a

free smoothie and special seating, fans must stop by the Florida Blue store in the St. John's Town Center to receive a ticket.

About Blue Cross Blue Shield

Blue Cross and Blue Shield of Florida is a leader in Florida's health industry. Since 1944, the company has been dedicated to meeting the diverse needs of all those it serves by offering an array of choices. BCBSF is a not-for-profit, policyholder-owned, tax-paying mutual company. Headquartered in Jacksonville, Fla., BCBSF is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information concerning BCBSF, please see its Web site at www.bcbsfl.com.

About Jacksonville Jaguars

The Jacksonville Jaguars joined the National Football League on November 30, 1993. They began play in 1995 and became the most successful expansion franchise in NFL history by earning playoff berths in four of their first five seasons. The Jaguars rank 10th during their 15 seasons among the 32 NFL teams with a regular season record of 125 – 115.

###



FLORIDA

An Independent Licensee of the
Blue Cross and Blue Shield Association

Talking Points

July 29, 2010

Contact: Steven Hendricks

Phone: 904-905-0461

Steven.Hendricks@bcbsfl.com

Jacksonville Jaguars Announce Partnership with Blue Cross and Blue Shield of Florida in Naming of Practice Fields

- BCBSF has secured the naming rights of the Jacksonville Jaguars' practice fields.
 - BCBSF is the official health care provider of the Jaguars.
- The practice fields, located adjacent to the stadium, will be called the *Florida Blue Health & Wellness Practice Fields*.
- The Florida Blue Health & Wellness Practice Fields include three outdoor practice fields, and the complex hosts the Jaguars' training camp, pregame functions on game days.
 - And, youth football events and other community activities throughout the year.
- The partnership includes naming rights and signage inside and outside the practice fields along with numerous promotional opportunities.
 - In addition, the club's practice uniforms will have a BCBSF patch on the *practice jersey*.
- BCBSF will continue to air public service announcements during Jaguars home games promoting our health and wellness initiatives.
- **Mark Lee quote:**
 - *"We're excited about partnering with the Jacksonville Jaguars."*
 - *"It's a great opportunity for us to reach the Jacksonville community, as we continue to promote health and wellness to all Floridians."*
- ***This partnership gives BCBSF the opportunity to promote 'health & wellness' through the Jaguars while giving back to the Jacksonville community.***

- ***BCBSF's community relations efforts are targeted to address the health and well-being of our communities and increase the community's appeal to better health, fitness, and wellness.***
 - *This partnership adheres to this objective.*

- To kick off the partnership, BCBSF will host a Family Day – for all fans – at the Jaguars Training Camp on Saturday, July 31 from 6:00 p.m.-9:00 p.m. on the Florida Blue Health & Wellness Practice Fields.
 - The event will feature health screenings, nutritional counseling, special giveaways and interactive games for fans.
 - Fans can pick up a VIP ticket for the event, which includes a free smoothie and special seating, at the BCBSF Florida Blue Center in the St. John's Town Center to receive a ticket.

- Blue Cross and Blue Shield of Florida is a leader in Florida's health industry.
 - Since 1944, the company has been dedicated to meeting the diverse needs of all those it serves by offering an array of choices. BCBSF is a not-for-profit, policyholder-owned, tax-paying mutual company.
 - Headquartered in Jacksonville, Fla., BCBSF is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies.

###