

Date, 2009

<<Name>>

<<Address>>

<<City>> <<State>> <<ZIP>>

Dear Member,

We appreciate the opportunity to meet your health care coverage needs and are glad to have you as a member of the Regence community.

We are sensitive to the impact that rates have on your budget. That's why we wanted to give you plenty of notice that your rate will go up as of Aug. 1, 2009. Please see the enclosed endorsement for your new rate. Also, keep in mind that if you change to a new age band this year (if your birthday this year puts you into a new rate category), your rate will also go up at that time.

Why do rates go up? Increasing use of services and advancing technology are two big reasons. When the cost of care goes up, the cost of coverage goes up. These rising costs are a challenge that we are all facing together.

While we work on containing the cost of health care, we are also developing programs and services that increase the value of your premium dollar. For example, visit www.regence.com to discover discounts on many services, including prescription drugs at 50,000 pharmacies nationwide, fitness memberships, eyeglasses, hearing aid services and more.

Other examples are the programs and tools found on myRegence.com, a members-only site powered by the Regence Engine[®]. Designed to help you navigate the health care system, myRegence.com will help you make more informed health decisions that can lead to improved well-being and, ultimately, more controllable costs.

If you want to talk to someone about your rate increase, please call us at **1 (800) 624-6519**. We know that rising costs are difficult for everyone. That's why the Regence community is working hard to control the cost of health care. We look forward to continuing to serve your coverage needs in the coming year.

Sincerely,

Kami Shoemaker
Director, Customer Service