

Press Release - 02/22/08

Healthcare Direct Name Change

In June of 2006, First Choice Health announced the purchase of Healthcare Direct. Since then we have consolidated our operations, but Healthcare Direct has continued to operate under its own name. In July of this year, we will begin the process of replacing the name Healthcare Direct with First Choice Health. A single name will allow us to consistently communicate our regional service area and improve the recognition of our multi-state PPO Network.

First Choice Health's PPO Network is recognized as the leading independent PPO Network in Washington State and has a growing regional presence in Oregon, Idaho, Alaska and in Montana through a reciprocal arrangement with Health InfoNet. If you're not using First Choice Health's PPO Network in Oregon, Idaho, Alaska, Montana and Washington, we'd like an opportunity to demonstrate our value. For more information on First Choice Health please visit our website at www.fchn.com.

This change will better position our combined companies to compete locally and in our larger regional environment. As the Northwest's largest independent PPO Network, with over 900,000 members, First Choice Health has continued its mission of being a competitive alternative to other large commercial Payor networks.

If you have any questions, please do not hesitate to call us at (800) 467-5281