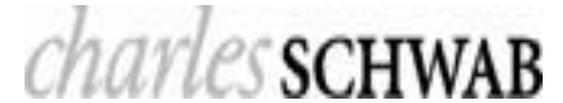




Currently partners with select national brands



Disclaimer: "Blue365® offers access to savings on items that members may purchase directly from independent vendors. Blue365 does not include items covered under your policies with Blue Cross and Blue Shield of Florida or any applicable federal health care program. To find out what is covered under your policies, call Blue Cross and Blue Shield of Florida. Blue Cross and Blue Shield Association (BCBSA) may receive payments from Blue365 vendors. Neither BCBSA nor any local Blue company recommends, endorses, warrants or guarantees any specific Blue365 vendor or item. For more information about Blue365, go to www.bcbsfl.com."

UPDATED 6/09/11



Partner	Summary of Offering	Contact
Anytime Fitness	-50% discount off the standard enrollment fee of any participating Anytime Fitness Club which a new member desires to join -Complimentary 7-day guest pass which will be honored at any participating Anytime Fitness Club -Complimentary 60-day full access membership to www.anytimehealth.com that allows members to plan meals, track workouts and share knowledge and success stories in a community-based environment, which also includes Health Trackers, Weight and Diet Trackers and Activity Trackers.	Website Address
Beltone	Eligible products and services include: - Hearing screening exam, all Beltone hearing aid models (including standard, programmable, and digital models), fitting, orientation, checking of hearing aid and dispensing of instrument. -The pricing for hearing aids includes two complimentary follow-up visits within one year of purchase. -Beltone will provide Blue365 members who purchase a hearing aid a free one-year supply of batteries. -Beltone shall use its best efforts to process hearing aid orders so that a minimum of ninety-eight percent (98%) of all Beltone hearing aid orders placed by dispensers are shipped within eight business days of receipt. -25% discount off retail cost for Eligible Products and Services.	888-896-2365
Charles Schwab	Product shall consist of a link which will take Blue365 members to Charles Schwab's healthcare related financial planning tools. The link will go directly to Schwab Real Life Retirement™ Services, which includes information on how to estimate healthcare costs in retirement and how to cover the cost of long-term care	No Toll-Free Number
Davis Vision	Frames* If frame is Priced up to \$70 Retail - patient pays \$40.00 If frame is Priced above \$70 Retail-patient pays \$40.00 (plus 10% off amount over \$70.00) Lenses (Uncoated Plastic)* Single Vision -\$35.00 Bifocal -\$55.00 Trifocal -\$65.00 Lenticular - \$110.00 Eye Examinations Complete Examination 15% off Usual & Customary Contact Lens Examination 15% off Usual & Customary Contact Lenses Conventional: 20% off Usual & Customary Disposable/Planned Replacement; 10% off Usual & Customary Lens 1-2-3 Contact Lens Replacement Program**: Up to 60% off Retail Prices Other Products Non-prescription Sunglasses : 20% off Usual & Customary Other Ancillary Products/Solutions: 10% off Usual & Customary * Special lens designs, materials, powers and frames may require additional cost. ** Members should call (800) 536-7123 with a current prescription. Davis Vision offers products and services to Plan members at discounted prices from a network of nearly 45,000 private practitioners (independent optometrists, ophthalmologists and opticians) and many of the nation's premier retail centers across the country including Sears Optical, Wal-Mart Vision Center, J.C. Penny and Pearle Vision. Prices and discounts are not available at Wal-Mart. Wal-Mart will apply 10% discount on frames.	888-897-9350



Partner	Summary of Offering	Contact
e-Diets	Digital Program 25% off membership in customized, online diet and fitness programs. Lose weight in 6 months or the next 6 months are free. No enrollment fee Meal Delivery Program 20% off fresh meal delivery program, and a \$10 coupon good in store for new members 15% off coupon for store purchases on the member's birthday \$80 value success pack after each 5 th paid shipment	1-866-731-3432
Everlast	10-30% off retail prices for home fitness products such as fitness balls, exercise wear, strength training and Pilates equipment	866-324-4438
Fairmont Hotel	-10% discount off Best Available Rate room pricing at time of booking -Complimentary drawstring bag (based on limited availability) with completion of Fairmont Fit profile (requires Fairmont President's Club registration) -Complimentary access to fitness facilities with complimentary Fairmont President's Club enrollment -Special "Blue365 massage" developed for members at Willow Stream spas - 60 minutes duration -Complimentary high-end balm sample and health tips at end of massage -10% discount off all spa services and retail products with Fairmont President's Club enrollment	866-840-8114
H&R Block	H&R Block is one of the world's largest tax services providers, utilizing more than 100,000 highly trained tax professionals and having prepared more than 550 million tax returns worldwide since 1955. H&R Block will provide a 25% discount off federal online do-it-yourself personal tax preparation services for Blue365 [®] members. <ul style="list-style-type: none"> • A \$25 coupon that new members can take to an H&R Block retail store. This offer is only available to new H&R Block Clients. The \$25 coupon is only available from Jan. 1, 2011 through April 18, 2011. • 25% off federal tax return when using H&R Block at Home on-line. Note: This discount is only for the federal return, not state or local returns. 	Members are required to log onto the website to access H&R Block online tax preparation services
Hope Paige Designs	Hope Paige Designs offers a line of high quality, fashionable, trendy and chic medical emergency bracelets to both adults and children. <ul style="list-style-type: none"> ▪ Variety of different styled jewelry ▪ Every Blue365 member who makes a purchase from Hope Paige Designs' online store will receive a 30% discount off list price and free shipping on the entire order ▪ Prices include free engraving Members are required to log onto the Plan website to access Hope Paige Designs to purchase products	855-859-8001



Partner	Summary of Offering	Contact
Jenny Craig	Membership Options: -30 Day Trial: Free -12 Month Membership:\$299 Premium Success Program (25% off current rate) -Members receive ½ program enrollment fee if member reaches their goal weight and maintains it for 1 year -Food, and if applicable, shipping no included. Other Discounts: -No processing fee	877-JENNY-70
Lasik Plus	Lasik Plus provides laser vision correction services in 33 states, 65 locations and expanding. (note: BCBSA only contracted to utilize their corporate owned centers due to pricing) As part of the laser vision correction service, members may receive the following if medically appropriate: -Pre-procedure consultation Lasik Procedures: -Conventional, Custom/Wavefront, Conventional with Intralase, Custom with Intralase (where available) -Post-procedure visits and consultations -Enhancement / retreatments (varies by service type) -Multiple technology platforms for laser vision correction -LCA follows the NCQA credentialing guidelines -First to offer free lifetime enhancements (shows confidence in procedure) -No continuing exams required for lifetime enhancement (cost savings to members) Blue365 pricing on laser vision correction services: -Conventional Lasik: \$695/eye -Conventional Lasik with Lifetime enhancement policy (LEP): \$1,395/eye	866-795-0342
Men's Health	\$44.99 for Ultimate Body Workout Ultimate Body Workout Kit. It Includes an Upper Body Strength Bar, Power Ab Wheel, Supreme Push-Up®, Get Back in Shape Workout Poster, The 5 Rules of Eating Lean, How to Master the Pull-Up, Free 1 Year Digital Subscription to Men's Health®, and the Free 3 Month Men's Health Personal Trainer™ Trial Offer.	866-324-4438
Nutrisystem	-12% discount on the predominate promotion listed on Nutrisystem.com -Additional 10% discount on the advance line program if a member purchase two consecutive auto-ship orders. The discount increases to 15% on the fourth order -Complimentary behavioral modification book, exercise DVDs, meal planner, and unlimited telephonic and electronic counseling	800-310-6353



Partner	Summary of Offering	Contact
Polar	<p>Selection of multi-price point heart-rate monitor watches that allow members to track the progress of and provides recommendations on personalized exercise regimens</p> <ul style="list-style-type: none"> -Access to Polar Personal Trainer that allows members to upload their workout statistics to track overall exercise results and participate in exercise challenges with other members globally, additionally the allows members to: -Record and see training development daily, weekly and for even longer with long-term follow up -Get help when choosing a type of exercise -Access training programs tailored to individual level and goals -Find new friends from www.polarpersonaltrainer.com community and share the trainings with them <p>Prices are 25% off Manufacturer's Suggested Retail Price</p>	877-430-5846
QualSight Lasik	<p>QualSight Network Pricing per eye:</p> <ul style="list-style-type: none"> \$ 895 Price Traditional 1 Year Assurance Plan \$1,295 Price Traditional Lifetime Assurance Plan \$1,345 Price Traditional w/ IntraLase 1 Year Assurance Plan \$1,695 Price Traditional w/ IntraLase Lifetime Assurance Plan \$1,320 Price Custom 1 Year Assurance Plan \$1,595 Price custom Lifetime Assurance Plan \$1,770 Price Custom w/ IntraLase 1 Year Assurance Plan \$1,995 Price Custom w/ IntraLase Lifetime Assurance Plan <p>LASIK 1 Year Assurance Plan for Assurance Network additional fees: Pricing per eye for retreatment dependant on manufacturer card fee: \$110.00 to \$300.00</p>	877-283-2010
Reebok	<ul style="list-style-type: none"> -Every Blue365 member who makes a purchase of footwear and apparel from the online store will receive a 20% discount and free shipping on the entire order -Member must enter Promo Code REEBOK365 at checkout on reebok.com -All Reebok outlet stores will offer Blue365 Members 15% off their entire purchase -Member must download, print and present coupon at store to receive discount -Specials will be given to Blue365 Members on a quarterly basis at both. -These specials include Reebok Friends and Family events at 30% off + free shipping at Reebok.com and 40% off at Outlets 	866-870-1743 (Not Blue365 Dedicated Line)
Seniorlink	<p>Exclusive discounts on personalized assistance and information related to their eldercare needs:</p> <ul style="list-style-type: none"> -Eldercare and caregiver referral & information for users -Professional advisory services -Local Geriatric Care Management services -National availability -Discounts off member access fees: <ul style="list-style-type: none"> - \$32.37 for 3 months (17% Discount) - \$74.25 for 12 months (25% Discount) 	866-797-2341



Partner	Summary of Offering	Contact
Snap Fitness	<ul style="list-style-type: none"> -50% off of best current enrollment fee; no processing fees -5% off monthly dues—retail monthly dues are approximately \$29.99 to \$44.99 -7-day free equipment trial for new members -10% off personal training sessions (≤ 5) -Complimentary 1-month online nutrition and meal planning membership -Complimentary bi-annual fitness assessments -Complimentary access to Snap Fitness online workout tools 	No Toll-Free Number Members May Call Local Club
Sportline	10-30% off retail prices for home fitness products such as hydration, pedometers, sport times, and heart rate monitors.	866-324-4438
TruHearing	<p>TruHearing's Discount Program:</p> <ul style="list-style-type: none"> -30-60% discount off of MSRP on the purchase of hearing instruments -3 year warranty, including one-time loss/damage coverage per hearing aid unit -45 day trial period with a money back guarantee (subject to a Dispensing Fee for restocking/fitting of \$200 per aid) -Free initial hearing screening, including one year's free batteries, plus three (3) free follow-up visits for post-fitting adjustments -Optional Full Comprehensive Hearing Test, maximum charge \$75 -Patient financing options available -TruHearing's Lifetime Replacement Program -Initial Membership Fee: regularly \$89, reduced to special fee of \$69 for Members -Annual Renewal Membership Fee \$69, but with each renewal, the Member receives a year's supply of batteries for each aid -As long as members are current on annual Membership Fees, Members have a lifetime benefit of buying hearing aids at the manufacturer's suggested wholesale price plus a nominal dispensing fee <p>Blue365 Member Rebate: \$25 rebate per hearing aid unit on the first purchase under the TruHearing Discount Program. The Rebate will be automatically processed and mailed to the Member on the 48th day after purchase and fitting. This applies to the first purchase under the TruHearing Discount Program ONLY</p>	866-500-0385
Westin Hotels	<ul style="list-style-type: none"> -Best Available Rate room pricing at time of booking -\$30 stay credit (with 2-night minimum stay) – positioned to be used toward healthy options (e.g. fitness room upgrade, healthy breakfast, fitness room access) -Informational content available on co-branded web page (e.g. healthy travel tips) -Seasonal Specials featured on Blue365 site: health-focused special offers from individual properties across Starwood brands promoted to members 	877-343-0745
Women's Health	\$44.99 for Lean Body Workout Ultimate Body Workout Kit Lean Body Workout Kit includes a 65 cm Body Ball, Weighted Fitness Ball, Resistance Tubing, Speed Jump Rope, Lean Body Workout Poster, The Advanced Ab Workout, The 5 Rules of Eating, Free 1 Year Digital Subscription to Women's Health® and a Free 3 Month Women's Health Fit Coach™ Trial Offer.	866-324-4438