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FOR IMMEDIATE RELEASE

Gaylord Area Receives New Health Options

(GRAND RAPIDS, Mich. –December 1, 2003) Priority Health, one of the largest health plans in Michigan, has been approved by the state of Michigan to expand into the greater Gaylord area to include Otsego County and part of Montmorency County. The State approval provides area employers additional options in health insurance for their employees.

“Priority Health is excited to offer employers a new choice in providing health care to their employees. Priority Health offers an extensive network of qualified physicians, as well as exceptional customer service,” said Kimberly Horn, president and chief executive officer of Priority Health.

Priority Health is one of the largest managed care companies in the area, serving over 400,000 members and over 6,000 employers throughout western and northern Michigan. Its 31 county service area includes a network of 3,200 physicians and 31 hospitals. Priority Health’s service area map is available at www.priority-health.com.

Priority Health is owned by Spectrum Health of Grand Rapids, Holland Community Hospital of Holland, Munson Healthcare of Traverse City and Healthshare, Inc. of Petoskey. The health plan enjoys “Excellent” accreditation for its commercial product from the National Committee for Quality Assurance, an independent organization that reviews the quality of health plans nationwide.

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