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MEDICA®

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MEDICA NAMES GEORGE STEINHOFF TO POSITION OF CHIEF TECHNOLOGY OFFICER

Minnetonka, Minn.-- Medica today announced the hire of George Steinhoff as chief technology officer, with overall responsibility for developing and implementing Medica's strategic information technology initiatives. His first day at Medica was Monday, April 28, 2008.

Steinhoff brings to Medica more than 30 years of experience in a range of business settings including healthcare and financial services companies. Most recently, he served as senior vice president and chief technology officer for application systems at GE-WMC Mortgage Corp. in Burbank, California, where he directed IT architecture changes to systems serving a range of products and companies. Previously, he was vice president of group systems at Wellpoint, the largest health insurer in America as measured by membership. At Wellpoint, Steinhoff managed a staff of more than 300 IT professionals in five different states and was responsible for data services capable of handling all employer groups larger than 50 members.

"George's background is well-suited to Medica's changing and future technology needs," said David Tilford, Medica president and chief executive officer. "Healthcare technology is growing increasingly complex, and I am confident that George will effectively lead our organization's information technology efforts as we continue to create and adapt market-leading solutions that meet the needs of our customers and business partners."

About Medica

Medica is a health insurance company headquartered in Minneapolis and active in the Upper Midwest. With nearly 1.4 million members, the non-profit company provides health care coverage in the employer, individual, Medicaid, Medicare and Medicare Part D markets in Minnesota and a growing number of counties in North Dakota, South Dakota and Wisconsin. Medica also offers national network coverage to employers who also have employees outside the Medica regional network.

Medica has the highest accreditation status, Excellent, from the National Committee for Quality Assurance (NCQA®) for its Minnesota Medicaid HMO plans and commercial health plans in Minnesota and North Dakota. Medica's vision is to become the community's health plan of choice, trusted for its integrity, respected for its service, and admired for its commitment to innovation and efficiency.

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