

NEWS RELEASE

FOR IMMEDIATE RELEASE

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**Humana “Goes for the Gold” as Top Sponsor of North Carolina Senior Games
This marks the fifth consecutive year Humana has signed as Gold Sponsor of the Senior
Games State Finals**

RALEIGH, NC – March 9, 2010 - North Carolina Senior Games, Inc. has announced that Humana Inc., for the fifth consecutive year, has signed as the Gold Sponsor for the 2010 Senior Games State Finals. This year marks the 26th anniversary of State Finals, continuing a tradition of excellence in our state.

"Humana's support is important because it reaches out to every corner of every community – all across the state of North Carolina," said Brad Allen, President and Executive Director of NCSG. "Once again, Humana has shown its dedication to the ideals of health across the lifespan and a significant commitment to providing health and wellness opportunities for older persons."

North Carolina has the largest Senior Games program in the nation, with 54 Local Games serving all 100 counties and more than 60,000 year-round participants. The State Finals in Raleigh will bring together some 3,000 qualifiers from the Local Games and more than 900 volunteers. Competitive categories include Visual Arts, Literary Arts, Performing Arts, Heritage Arts as well as over 40 Sporting Events including Archery, Cycling, Golf, Shot Put, Swimming and Track Events.

"We are proud to support the Games and look forward to the Local Games and the State Finals in September," said Patrick Farley, Humana's North Carolina Sales Director. "More and more studies show that staying active is a key to maintaining good health as we age, and the Senior Games artists and athletes inspire us all to do just that."

As outstanding examples of the benefits of staying active, Dr. Louise Gooche, NCSG Board member and her senior cheerleading squad – the Durham Senior Divas and Dude – helped to celebrate this important partnership. Said Gooche, whose group includes members from the age of 55 to 83 and is widely renowned, "We think that what Humana is doing is so wonderful and very important to the health of persons 55 and better. We are most grateful and very excited about this ongoing partnership."

Humana, a leading Medicare Advantage provider in North Carolina, is one of the nation's largest publicly traded health and supplemental benefits companies, with approximately 10.3 million medical members and approximately 7.3 million specialty-benefit members.

A full schedule of events and volunteer activities can be found at www.ncseniorgames.org. Get involved today!!