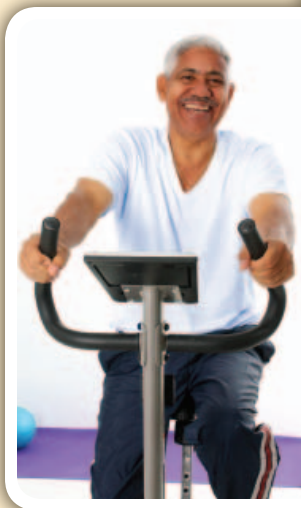




Making Fitness Easy, Fun and Affordable!

The Fitness Program

opens the door to a network
of fitness centers for only
\$29 per month! For a limited
time – earn 2,500 bonus
Blue Points for joining.



In a world where life is constantly on the move, people need solutions to fit into their ever-changing fitness schedules. Blue Cross and Blue Shield of Illinois (BCBSIL) just made it easier with the Fitness Program, the latest feature from Blue Care Connection®.

Available exclusively to BCBSIL members and their covered dependents (age 18 and older), the Fitness Program provides:

- Flexible membership, no long-term contract required. Enroll for a one-time fee of \$29 and \$29 per month.*
- Easy online enrollment; automatic monthly payment withdrawal.
- View your fitness center visits online.
- Earn Blue Points^{SM**} – up to 400 points per week. Redeem them for fitness items, merchandise gift cards, electronics, airline miles and much more.
- Unlimited access to a nationwide network of participating fitness centers and select YMCA locations.

Are you ready for fitness?

Visit www.bcbsil.com and log in to your Blue Access® for Members (BAM) account. Click the *My Health* tab to find the Fitness Program button. Use this link to search for participating locations and complete your enrollment. You can also enroll by calling 888-762-BLUE (2583) toll-free, Monday through Friday, 8 a.m. – 9 p.m., in any U.S. time zone.



Take this card for a spin
... a lift
... or a stretch!



Make new friends, take a class,
try something new!
Join the Fitness Program today.

Log in to BAM.

Click the *My Health* tab to find
the Fitness Program button.

Or call 888-762-BLUE (2583)
toll-free, Monday through
Friday, 8 a.m. – 9 p.m.,
in any U.S. time zone.

Rewards beyond Health and Fitness

Regular exercise is an essential part of healthier living. It gives you energy to participate in family activities, sports, dance, travel and other everyday events that make life more enjoyable.

- Feel good about your commitment to a better you.
- Accomplish your fitness goals.
- Maintain healthy weight.
- Lower your blood pressure.
- Minimize stress.
- Reduce your risk for other health-related diseases.
- Boost your stamina and strength.
- Improve sleep.
- Improve your overall health.



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Tweet us at www.twitter.com/bcbsil

* The one-time enrollment fee and monthly membership fee for the Fitness Program are both subject to applicable taxes.

** Please review the Blue Points Program Rules listed on the Personal Health Manager for complete information on the program. Program Rules are subject to change without prior notice.

The Fitness Program is a discount program available to Blue Cross and Blue Shield of Illinois (BCBSIL) members. This program is not covered under the member's health insurance benefit plan. Please refer to your benefit booklet or call the customer service number on the back of your ID card for specific benefit information under your health plan. Use of the Fitness Program does not affect your premium, nor do costs of Fitness Program services or products count toward your calendar year or lifetime maximums and/or plan deductibles. Members are responsible for all fees, dues, taxes and other charges related to the Fitness Program. Refer to the program terms and conditions for further details.

BCBSIL does not guarantee or make any claims or recommendations regarding the services or products offered under the Fitness Program. You may want to consult with your physician prior to use of these services and products. BCBSIL reserves the right to discontinue or change this discount program at any time without notice.

Healthways, Inc. is an independent contractor which administers the Prime Network of fitness centers. The Prime Network is made up of independently-owned and managed fitness centers.

www.bcbsil.com