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New Great-West Healthcare Ads Target Denver, St. Louis And Kansas City

GREENWOOD VILLAGE, Colo., Feb. 28, 2005 – Great-West Healthcare today launched a media plan including 30-second TV commercials, a National Public Radio sponsorship and advertisements in business magazines that highlight its tagline, “NEW IDEAS FROM THE FRONTIER OF HEALTH CARE.sm”

“We re-branded last year and now are investing in reinforcing our identity,” said Cindy Donohoe, vice president of marketing and products for the national employee benefits provider. “The TV commercials were filmed in Idaho, Wyoming, Utah and Colorado and evoke the pioneering spirit of the West and of our approach to employer benefits. Broker and employer response to the commercials has been very positive.”

The TV and radio campaigns launched simultaneously today in Denver, St. Louis and Kansas City markets, and Great-West Healthcare is carefully measuring the return on investment from the campaign. The media plan will run throughout 2005.

Great-West Healthcare chose the three test markets because it has a leading provider network, products and strong business relationships in these cities, said Donohoe. “These are established markets where we’ve chosen to invest long-term for growth.”

About Great-West Healthcare

Great-West Healthcare, a division of Great-West Life & Annuity Insurance Company, is a national employee benefits provider with expertise in self-funding and health care management solutions. Nationally, the division operates a health care network that includes more than 4,200 hospitals and 530,000 providers and provides health care coverage to nearly 2 million people. Visit www.greatwesthealthcare.com for more information.

Great-West Life & Annuity Insurance Company, headquartered in metro-Denver, serves its customers through a full range of health care plans, life and disability insurance, annuities, and retirement savings products and services. It is an indirect, wholly owned subsidiary of Great-West Lifeco Inc. and a member of the Power Financial Corporation group of companies. Great-West Life & Annuity Insurance Company is not licensed to do business in New York. Products are sold in New York by its subsidiary First Great-West Life & Annuity Insurance Company, White Plains, N.Y.

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CONTACT:
Loren Finkelstein
Great-West Healthcare
303-737-2065

loren.finkelstein@gwl.com