

For Immediate Release



Great-West Healthcare HSA video earns Hermes Creative Awards gold distinction

GREENWOOD VILLAGE, Colo. – July 18, 2007 – Great-West Healthcare, a national employee benefits provider, received a Gold award in the 2007 Hermes Creative Awards for its new health savings account (HSA) enrollment video. The international awards competition recognizes creative professionals involved in the concept, writing and design of traditional and emerging media. Great-West Healthcare earned a Gold award in the category of video/marketing (product).

“The HSA enrollment video is part of Great-West Healthcare’s comprehensive suite of HSA educational materials and is ideal for members who want the basics about HSAs in an easy-to-understand format,” said Michelle Buckalew, assistant vice president of marketing, Great-West Healthcare. “Great-West Healthcare is honored to receive the award and to be able to provide a suite of tools to our customers to help them educate their employee population and encourage enrollment.”

The HSA enrollment video teaches HSA basics with an energetic, conversational delivery. The two elements of the Great-West Healthcare HSA plan – the health plan and the savings account – are explained in a presentation designed to generate interest in the plan and help increase enrollment.

“Health insurance can be confusing for some consumers, so we wanted to create a message that was simple and easy-to-understand, plus entertaining and relevant to the viewer,” explained Sheri Kaz, creator, Kaz Creative, Inc., Denver. “A white limbo set, graphics and our choice of cast helped achieve our goals. Subtle nuances in the graphics and directorial techniques created the “white world” that engages the viewer and delivers the content while at the same time keeping the show alive and entertaining.”

The Hermes Creative Awards recognizes outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals. There were more than 3,000 entries from throughout the United States and several other countries in the competition. Winners were selected from 136 categories in seven forms of media and communication efforts—advertising, publications, marketing/branding, integrated marketing, public relations/communications, electronic media and pro bono.

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals (AMCP). The international organization consists of several thousand marketing, communication, advertising, public relations, media production and freelance professionals. AMCP oversees awards and recognition programs, provides judges and sets standards for excellence. AMCP judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

Copies of the enrollment video are available to companies that offer the Great-West Healthcare HSA. Those interested should contact their Great-West Healthcare sales representative or send an e-mail to tracey.budz@gwl.com and include a contact name and address.

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 4,275 hospitals and 578,000 providers and provides health care coverage to 2.2 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.

###

Contact:
Tracey M. Budz
Great-West Healthcare
303-737-1476
tracey.budz@gwl.com