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Bravo Health Membership Tops 100,000

(BALTIMORE, MD – December 4, 2007) — Bravo Health announced today that membership in its Medicare Advantage and prescription drug plans has nearly doubled in the past year, with enrollment now exceeding 100,000 members. The company’s successful growth strategy in 2007 has included an acquisition, market expansions and a name change.

In August, Bravo completed the acquisition of Senior Partners, a Medicare health plan product serving approximately 22,800 Medicare-eligible individuals in Philadelphia and surrounding counties. As a result of the acquisition, Bravo is now the second largest Medicare Advantage Plan in one of the largest Medicare markets in the country.

Bravo also expanded its successful prescription drug product, which it launched in 2006 in its Mid-Atlantic and Texas regions. In 2007, the program was expanded to include eight more states. Approximately half of Bravo’s 100,000 members are enrolled in a prescription-only drug plan.

“Given the aging of our population, there is no better time to be in this market,” said Jeff Folick, chief executive officer of Bravo Health. “We are continually working to ensure that our products and provider networks support our plan to grow our membership and continue our mission of serving seniors.”

Previously known as Elder Health, earlier this year the company name was changed to Bravo Health in order to better reflect the active, healthy lifestyle of aging Americans.

Bravo Health offers Medicare Advantage plans in Delaware, Maryland, Pennsylvania, Texas and the District of Columbia. Bravo prescription drug plans are available in California, Delaware, Florida, Illinois, Michigan, Ohio, New York, New Jersey, Pennsylvania and West Virginia. More information may be obtained at www.bravohealth.com.