

FOR IMMEDIATE RELEASE



Health Plan Sponsors INTERNATIONAL for 3rd Consecutive Year
**GREAT-WEST HEALTHCARE REACHES OUT TO
CUSTOMERS & BROKERS THROUGH PGA EVENT**

GREENWOOD VILLAGE, Colo., January 2005 – Great-West Healthcare’s agreement to sponsor the PGA’s INTERNATIONAL golf tournament Aug. 1-7 will support the national employee benefits provider’s brand campaign and strengthen relationships with employer customers and insurance brokers.

The PGA tour boasts a total household reach of 10 percent, more than hockey, baseball or basketball.

In sponsoring the tournament for the third consecutive year, Great-West Healthcare will enjoy high visibility in early round coverage on USA Network and weekend coverage on CBS Sports. The network broadcasts will feature promotional messages and 30-second commercials. Throughout the INTERNATIONAL, TV ads will air on ESPN, Fox and CNN, as well, and print ads will run in The Denver Post newspaper.

All of the ads will reinforce Great-West Healthcare’s portfolio of NEW IDEAS FROM THE FRONTIER OF HEALTH CARESM to help companies gain a new level of control over their employer benefits. Great-West Healthcare’s distinct approach includes a self-funded consumer-driven PPO that offers a simpler, less radical alternative to high-deductible health plans to rein in rising health care costs.

“Additionally, this year at the tournament we’ll offer an accredited continuing education course for brokers on consumer-driven health care,” explained Cindy Donohoe, vice president of marketing and product development at Great-West Healthcare. “Enrollment in consumer-driven plans has grown significantly, from just 6,000 covered lives in 2001 to more than 3.2 million in January this year, according to the trade publication *Inside Consumer-Directed Care*. Our new course will help brokers learn more about this emerging trend and support their consultation with employers.”

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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