



NEWS RELEASE

Media Inquiries

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Health insurance CO-OP teams up with brokers

(DES MOINES, Iowa) April 09, 2013 — [CoOpportunity Health](http://CoOpportunityHealth.com), Iowa and Nebraska's only Consumer Operated and Oriented Plan (CO-OP), has selected 23 insurance brokerages/agencies to participate in its Preferred Broker Network.

"We are incredibly pleased to forge relationships with these distributors to meet the needs of Iowa and Nebraska individuals and businesses as they navigate the new health insurance environment," said CoOpportunity Health COO Cliff Gold.

"We believe people will seek help from their trusted advisors to help them make the right selections and believe these brokers' expertise will be an integral part of our success," said Gold.

In Iowa, the brokers and agencies that will exclusively represent the CO-OP's health insurance products are Arthur J. Gallagher & Co.; Bearence Management Group; Benefit Solutions, Inc.; Bernie Lowe & Associates, Inc.; Frank Berlin & Associates; Group Benefits, Ltd.; Holmes Murphy & Associates; KHI Financial Solutions; LaMair-Mullock-Condon; MutualMed; PDCM Insurance; Reynolds & Reynolds Inc.; and TrueNorth®.

In Nebraska, the brokers and agencies chosen are Benefit Professionals, Inc.; Boler Wood & Associates; Gallagher Grace Mayer; Garvey & Associates, Inc.; Holmes Murphy & Associates; Lincoln Financial Management, LLC; Midlands Financial Benefits; OCI Insurance and Financial Services, Inc.; Preferred Marketing Associates; Silverstone Group; and The Harry A. Koch Co.

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About CoOpportunity Health (coOpportunityhealth.com) — CoOpportunity Health is the only multistate health insurance CO-OP in the U.S. CoOpportunity Health began operations in February 2012 following approval by the federal government. The company is headquartered in Des Moines, Iowa, and will operate in both Iowa and Nebraska. CoOpportunity Health has strategic business



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alliances with HealthPartners Administrators, Inc., which provides health plan administrative services, and Midlands Choice, a multistate Preferred Provider (PPO) network headquartered in Omaha.