



My Blue CommunitySM

Connect. Share. Discuss.

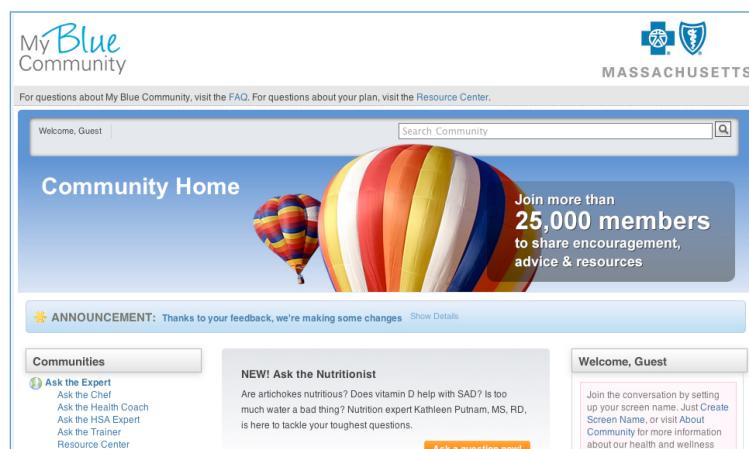
Introducing an exciting opportunity for your employees to join online member-to-member health and wellness conversations in a supportive, community environment created by Blue Cross Blue Shield of Massachusetts.

My Blue Community is a health-focused social networking experience that brings your employees together with other Blue Cross Blue Shield members from across the country in one convenient, centralized location. Whether your employees are looking for fitness and nutrition tips, seeking support on different diseases and conditions, or exploring personal health, My Blue Community is their new online destination for social health and wellness.

My Blue Community Offers

Health & Wellness Support :: Members can share tips and experiences on a broad range of wellness topics. Categories include:

- Ask the Expert
- Diseases & Conditions
- Fitness & Nutrition
- Mental & Personal Health
- Water Cooler



Real-Time Health Dialogue :: Members can participate in discussions on thousands of message board topics ranging from pregnancy to fitness to cooking light—anytime they want. Connecting with other members from across the country is now within reach.

Supportive Member Connections :: My Blue Community is designed to foster a supportive atmosphere where members can feel comfortable sharing their voices and making connections with other health-minded individuals.

It's easy for your employees to join the conversation. They simply need to visit www.bluecrossma.com and click **Member**.

My Blue Community is a website that enables discussions among individual users. This website is intended solely as a forum for general information and users' opinions; it does not contain any advice that is intended for medical diagnosis or treatment, and does not substitute for professional medical advice and services. Always seek the advice of your physician or other qualified health care provider on any medical condition and before following any information that may appear on My Blue Community.