
News Release



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MEDIA CONTACT: Harold Barnett
FCSOCommunicationsOf@fcsocom.com

First Coast Service Options Appoints Curtis Lord Vice Chairman and Sandy Coston CEO and President

JACKSONVILLE, Fla.—Curtis W. Lord, who has served as First Coast Service Options' (FCSO) CEO since Aug. 1998, announced that Sandra (Sandy) L. Coston will become FCSO's new CEO and president. This change, part of a two-year succession plan recently approved by the FCSO board, will also result in Lord becoming FCSO's vice chairman. Lord will assume the position of vice chairman and turn over CEO responsibilities to Coston on January 1, 2008. Lord and Coston will work together during the next two years to ensure the success of the CEO succession plan.

Lord currently serves as the president and CEO and as a Board member for Diversified Service Options (DSO), a subsidiary of Blue Cross and Blue Shield of Florida (BCBSF). Lord also serves in an executive leadership capacity in each of three companies held by DSO, including board member and CEO of First Coast Service Options, Inc., chairman and president of C2C Solutions, Inc. (C2C) and chairman of TriCenturion (TriC). His new responsibilities as FCSO's vice chairman will allow him to continue his roles with DSO, C2C and TriC.

Coston joined FCSO in 2004 and has most recently served as president and chief operating officer. Coston is also a member of the TriC and C2C Boards. Prior to joining FCSO, Coston held several leadership positions at Blue Cross Blue Shield of Wisconsin (BCBSWI), including president of United Government Services LLC (UGS), a wholly owned subsidiary of BCBSWI.

FCSO contracts with CMS and the Blue Cross Blue Shield Association to provide quality Medicare administrative services throughout the United States to more than 3 million beneficiaries and the health care providers who care for them. Services include claims processing, customer service, appeals adjudication, education and outreach activities and functions that help ensure the integrity of Medicare program payments. FCSO has more than 1,200 staff members at the company's headquarters in Jacksonville, Fla. and field offices in Miami, Orlando, Tampa and Meriden, Conn. FCSO is a wholly owned subsidiary of BCBSF, and together the two companies have served as a Medicare administrator since the inception of the Medicare program in 1966. For more information concerning FCSO, please see its Web site at www.fcsocom.com.

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