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WellCare Partners With Georgia Area Council Of Boys & Girls Clubs, Boys & Girls Clubs Of Metro Atlanta And The Florida Alliance Of Boys & Girls Clubs

Partnership Offers Eligible WellCare Members in Georgia and Florida Access to Club Memberships

TAMPA, Fla. (Nov. 29, 2012) — WellCare Health Plans, Inc. (NYSE: WCG) is partnering with the Georgia Area Council of Boys & Girls Clubs, Boys & Girls Clubs of Metro Atlanta and the Florida Alliance of Boys & Girls Clubs to promote healthier lifestyles for WellCare members ages 6 to 18.

Eligible WellCare of Georgia Medicaid members are being offered memberships for Boys & Girls Clubs programs in their local areas. In Florida, eligible members of WellCare's Staywell Kids and HealthEase Kids plans are being offered scholarships to apply toward the cost of membership to their local Boys & Girls Clubs. Membership benefits for Boys & Girls Clubs vary by location and typically allow a child to go to a club's drop-in program anytime the doors are open, including after school and during school breaks. These memberships may also give youth access to before- and after-school education and fitness programs that are offered by Boys & Girls Clubs. Once they are members, youth can access locally available club programs including nutrition, sports and educational activities.

"WellCare is a national leader in addressing the health needs of the children and families targeted by the Boys & Girls Clubs, and we are excited about partnering with them to serve the needs of our more than 60,000 club members in Georgia," said Ronnie Jenkins, Georgia Area Council of Boys & Girls Clubs regional service director. Missy Dugan, president and CEO of Boys & Girls Clubs of Metro Atlanta added, "We welcome young WellCare members in each of our 24 clubs throughout the metro Atlanta area. We look forward to working with these kids and teens to build healthy lifestyles now that will stay with them for a lifetime."

"More than 160,000 Florida children pass through the clubs' doors each day," said Daniel Lyons, executive director of the Florida Alliance of Boys & Girls Clubs. "WellCare's mission to enhance members' lives, combined with Boys & Girls Clubs' core program services, will equip club members in Florida with the crucial skills needed to become healthy, fit and successful adults."

In addition to the memberships and scholarships being offered to members, WellCare is working with Boys & Girls Clubs across Georgia and Florida to support community-based activities by providing funds for ongoing club programs. These programs include health education days, urban garden projects and healthy citizenship awards.

"WellCare's health plans are tailored to meet the needs of members and promote healthy lifestyles," said David McNichols, WellCare of Georgia president. "By working with Boys & Girls Clubs, we can provide access to programs that teach healthy habits at a young age and lead to improved health outcomes in the future."

“Our focus is on ensuring that our members have opportunities to take advantage of services that help lead to better, healthier lives,” said Chrissie Cooper, president of WellCare’s Florida and Hawaii Division. “WellCare has approximately 82,000 Staywell Kids and HealthEase Kids members across Florida who may be eligible to benefit from Boys & Girls Clubs programs, and we look forward to working together to succeed in our shared mission of improving the health of these children.”

For more information about eligibility and the specific programs that are included as part of membership, Georgia WellCare members can call 1-866-231-1821. In Florida, HealthEase Kids members can call 1-800-278-8178, and Staywell Kids members can call 1-866-698-5437 for more information. (TTY/TDD for all plans: 1-877-247-6272.)

About WellCare Health Plans, Inc.

WellCare Health Plans, Inc. provides managed care services targeted to government-sponsored health care programs, focusing on Medicaid and Medicare. Headquartered in Tampa, Florida, WellCare offers a variety of health plans for families, children, and the aged, blind and disabled, as well as prescription drug plans. The company serves approximately 2.6 million members nationwide as of Sept. 30, 2012. For more information about WellCare, please visit the company’s website at www.wellcare.com.

About Boys & Girls Clubs of Georgia Area Council and State Alliance

The Georgia Area Council and State Alliance are commissioned by Boys & Girls Clubs of America to provide specific support, training, and secure funding for Boys & Girls Clubs operating in Georgia. In 2011, Clubs operating in Georgia served over 90,000 youth who need us most; over 15,000 of these youth were teens. The Georgia Alliance and Area Council are two independent groups working collectively to influence people and resources toward one common mission in Georgia. To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

About Boys & Girls Clubs of Metro Atlanta

Boys & Girls Clubs of Metro Atlanta’s mission is to save and change the lives of children and teens, especially those who need us most, by providing a safe, positive and engaging environment and programs that prepare and inspire them to achieve Great Futures. Through 24 Clubs in 10 metro counties, trained and professional staff serve more than 3,800 youth (ages 6-18) daily through programs that foster academic success, healthy lifestyles and character and leadership development. BGCMA also oversees Camp Kiwanis, a 160-acre outdoor residence camp, and the Youth Art Connection (YAC), a gallery and workspace for young artists. While the cost to effectively serve those who need us most is more than \$4,000 per member, BGCMA asks families to pay only a \$35 annual membership fee and no child is turned away due to inability to pay. For more information, please visit www.bgcma.org.

About Florida Alliance of Boys & Girls Clubs

The primary mission of the Florida Alliance is to raise and sustain funding for 238 Boys & Girls Clubs statewide to help them enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. In addition, to seek and secure resources for Clubs as they work to positively impact the lives of 160,000 Club members with an emphasis on garnering resources for programs that result in measurable outcomes in the areas of successful academic achievement, life aspirations and juvenile crime reduction. For more information about the Florida Alliance of Boys & Girls Clubs, visit www.floridaalliance.org.

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