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North Star Health Enters Georgia Market

ATLANTA, February 19, 2007 - North Star Health (NSH), Inc. announced today it is entering the Georgia market with its newest consumer directed health plan called Roadmap to Better HealthSM. This health plan is unique and unparalleled because it involves proactive utilization of programs designed to catch illnesses and disease states early, before they become more serious.

NSH targets member behavior change through an incentive-based plan design and significant member education. With this product, customers are trending 50% below national averages for medical cost increases per employee and similar savings for reinsurance costs. "It's pretty simple, the majority of medical costs in the US are preventable and we do just that with one member at time," said president and CEO Eric Grossman.

North Star Health offers this product to large self-funded employers in Georgia with a minimum size of 200 employees. The results include increased member wellness, reduced/predictable employer costs, and increased employee retention/productivity.

ABOUT NORTH STAR HEALTH, INC.

North Star Health (NSH) is an Atlanta based health management company offering large employers an innovative health benefit program designed to offer multi-year cost containment. The heart of its program is a unique combination of incentive-based plan design and proactive wellness/preventive care. For more information, please visit www.northstarhealth.com or call (800) 936-1434.