

## **Cigna Enhances Business Model to Meet Changing Customer Needs**

BLOOMFIELD, Conn., October 14, 2011 - Please replace the video for release dated September 19, 2011 with the accompanying corrected video.

A scene from a new Cigna television commercial recognizing and celebrating individuality. The commercial is part of a new brand campaign for the health service company. (Photo: Business Wire)

The release reads:

### **CIGNA ENHANCES BUSINESS MODEL TO MEET CHANGING CUSTOMER NEEDS**

#### ***Customer-Centric Initiatives Drive Highly Personalized Service***

#### ***National "Go You" Advertising Campaign Kicks Off Today***

#### ***Growth Driving Expansion of Jobs***

**Cigna** (NYSE: CI) today announced a **national brand campaign** that reflects an innovative approach to meeting the evolving health and well-being needs of consumers. With the theme "**GO YOU**," CIGNA launches its largest advertising campaign, supporting the company's focus on delivering easy-to-use programs and providing distinctive customer service.

The customer-centric business model and associated "GO YOU" campaign encourages customers to embrace and nurture what it is that makes each of us one-of-a-kind; it's time to celebrate your true self. National advertising debuts today on major television and cable networks including USA, CNN, Discovery and A&E. [Print ads](#) will appear in publications such as *Time*, *Marie Claire*, *Family Circle* and *Runners World* as well as online on Monster.com, SheKnows.com and IVillage.com. The company also has updated its [logo](#) to more directly reflect its focus on individual customers.

"Because personalization is so important to today's consumers, we offer tailored solutions to meet their evolving health and well-being needs. We seek to provide peace of mind every step of the way," said David Cordani, President and Chief Executive Officer. "Health and wellness is not a one-size-fits-all proposition. Connecting people to better health is the value we deliver as a global health services company."

Cigna already has put into place [24/7/365](#) worldwide customer service, [mobile applications](#) that locate the nearest pharmacies and emergency rooms and decision-support tools that compare quality and medical costs. Customers have broad access to health coaches for chronic conditions like diabetes as well as programs to support healthy lifestyles. The company will engage customers through a new [www.cigna.com](#) website as well as social media channels. As part of the range of options for consumers, CIGNA is accelerating the expansion of its proven [accountable care organizations](#) and other partnership models with physicians and hospitals, all seeking to achieve quality, choice and affordability.

To reinforce Cigna's commitment to the health of individuals around the world, the company has established a Global Giving Fund to augment and expand existing community efforts.

The "GO YOU" campaign was developed by Hill Holliday in Boston.

### **About Cigna**

Cigna (NYSE: CI) is a global health service and financial company dedicated to helping people improve their health, well-being and sense of security. Cigna Corporation's operating subsidiaries in the United States provide an integrated suite of health services, such as medical, dental, behavioral health, pharmacy and vision care benefits, as well as group life, accident and disability insurance. Outside the U.S., Cigna serves expatriates in virtually every country in the world and provides employers, affinity groups and individuals access to quality local and global health care and related financial protection programs. Cigna offers products and services in 30 countries and jurisdictions and has approximately 66 million customer relationships throughout the world.

To learn more about Cigna, visit [www.cigna.com](http://www.cigna.com) . To sign up for email alerts or an RSS feed of company news, log on to <http://www.cigna.com/newsroom/rss> . Also, follow us on Twitter at [@cigna](https://twitter.com/cigna) , visit Cigna's YouTube channel at <http://www.youtube.com/cigna> and listen to Cigna's podcast series with healthy tips and information at <http://www.cigna.com/podcasts> or by searching "Cigna" in iTunes.

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