

## **Hill Holliday Named Cigna'S Advertising Agency of Record**

BOSTON AND PHILADELPHIA - APRIL 13, 2011, Global health service company Cigna (NYSE: CI) has selected Hill Holliday as its advertising agency of record, effective immediately. Billings were not disclosed.

"Hill Holliday's vision for our brand is innovative and inspiring," said Cigna Chief Marketing Officer, Benjamin Karsch. "Their integration of strategic and creative thinking is fresh and focused, demonstrating unique, forward-thinking on how to solve complex business challenges. Their understanding of modern marketing really aligned with our business philosophy and specifically, our vision for serving our customers."

The agency won the account, in large part, based on their fully integrated approach positioning Cigna outside the traditional health care and benefits categories, said Karsch.

"We've often seen how the unexpected route can be the road map to a brand's success," said Karen Kaplan, president of Hill Holliday. "We're excited to team up with Cigna and we look forward to demonstrating how a singular, resonant idea can propel their business and address consumer needs at the same time. It's going to be a great ride."

Cigna marks the third new business win in the last several months by Hill Holliday; Supercuts and Major League Baseball recently joined the Hill Holliday client roster.

### **About Hill Holliday**

Hill Holliday's purpose is to create a singular, resonant idea upon which a company can build business success that endures for years, even decades. The ultimate reward for such a mission? Relationships that endure. Hill Holliday's top five clients have been partners of the agency for an average of 16 years, five times the industry standard. The agency's resonant ideas have achieved the highest international accolades for creativity and effectiveness: Hill Holliday has the distinction of being one of the very few agencies to be awarded the Grand Prix at Cannes, the Grand Clio, and the Grand Effie. Behind this grand thinking are 850 employees who bring talent and expertise to every area of communications - strategy and planning, advertising, digital and social, media planning and buying, and branded content - on behalf of industry leaders like Verizon Wireless, Bank of America, Liberty Mutual, Dunkin' Donuts, John Hancock, Chili's, Major League Baseball, and Novartis. For a closer look at the people, work and ideas of Hill Holliday, please visit [www.hhcc.com](http://www.hhcc.com).

### **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. Cigna offers products and services in over 28 countries and jurisdictions and has approximately 65 million customer relationships throughout the world. All products and services are provided exclusively by such operating subsidiaries and not by Cigna Corporation.

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, 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/newsroom/podcasts> or by searching "Cigna" in iTunes.

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