

Cigna Supports March of Dimes for 21st Year Because "It's Personal"

BLOOMFIELD, Conn., April 20, 2015 - Whether or not you were a premature baby, or you had a premature baby, everyone is impacted by preterm birth. That's the message behind "It's Personal," the theme of Cigna's (NYSE: CI) 21st national March of Dimes campaign.

In 21 years as a national sponsor of March of Dimes and their signature March for Babies events, Cigna employees and the Cigna Foundation have given \$30 million to help March of Dimes give babies a healthier start.

"March for Babies is a very personal experience for our employees - many tell me they get even more out of the experience than the energy they put into it," said David Cordani, Cigna's president and CEO. "Together with the March of Dimes, Cigna is proud to support improving the health of the next generation."

Cigna's campaign leaders stressed the "It's Personal" theme has economic implications as well.

"The cost of preterm birth is enormous. Along with the absolute heartbreak endured by families of babies facing health challenges, preterm birth costs companies and individuals more than 12 times the cost of a full term birth," said Ray Smithberger, Cigna Pharmacy Management, chairman of the company's global fund-raising campaign for March of Dimes. "That's why 'It's personal' to everyone. These costs affect our health care system, companies, and our economy as a whole, so even those who haven't directly experienced preterm birth have a stake in helping babies be born healthy and full term. Supporting the efforts of the March of Dimes is an excellent way to make a difference."

Cigna employees are actively engaged in the March of Dimes March for Babies events in their communities nationwide. Participants will see Team Cigna showing their commitment together at many marches, and at many of the 10 Run for Babies locations where Cigna has offices.

About the Cigna Foundation

The Cigna Foundation, founded in 1962, is a private foundation funded by contributions from Cigna Corporation (NYSE: CI) and its subsidiaries. The Cigna Foundation supports organizations sharing its commitment to enhancing the health of individuals and families, and the well-being of their communities, with a special focus on those communities where Cigna employees live and work. The Cigna Foundation World of Difference grants provide support for improving children's wellness, senior care, women's health and health equity - the four social priorities for Cigna's corporate responsibility platform known as Cigna Connects.

About Cigna

Cigna Corporation (NYSE: CI) is a global health service company dedicated to helping people improve their health, well-being and sense of security. All products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation, including Connecticut General Life Insurance Company, Cigna Health and Life Insurance Company, Life Insurance Company of North America and Cigna Life Insurance Company of New York. Such products and services include an integrated suite of health services, such as medical, dental, behavioral health, pharmacy, vision, supplemental benefits, and other related products including group life, accident and disability insurance. Cigna maintains sales capability in 30 countries and jurisdictions, and has more than 85 million customer relationships throughout the world. To learn more about Cigna®, including links to follow us on Facebook or Twitter, visit www.cigna.com

About the March of Dimes

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and its premier event, March for Babies®, the March of Dimes works to improve the health of babies by preventing birth defects, premature birth and infant mortality. For the latest resources and information, visit marchofdimes.com or nacersano.org. Find us on [Facebook](#) and follow us on [Twitter](#).