

Play Ball! Cigna Becomes Official Partner to Little League® Baseball and Softball

BLOOMFIELD, Conn., 24 May, 2017 - Global health service company Cigna (NYSE:CI) today announced it has become the Official Health Insurance Partner of Little League® Baseball and Softball, which includes rights to the Little League Baseball® World Series, along with Little League's six other baseball and softball World Series Tournaments, the largest and most respected youth sports tournament in the world.

"This partnership with Little League allows Cigna to support the world's premier youth sports organization committed to providing a wholesome, healthy activity for children, using ball fields as a classroom to instill discipline, teamwork, sportsmanship and fair-play," said Stephen Cassell, chief global brand officer for Cigna.

Little League Baseball and Softball is the world's largest organized youth sports program, with nearly 2.4 million players and one million adult volunteers in every U.S. state and more than 80 countries. Every August, approximately 400,000 fans come to Williamsport, Pa. to watch as the top 16 teams from around the world compete in front of 60 million viewers on ESPN for a chance to win the highly coveted World Championship at the Little League Baseball World Series. Cigna will provide a family-friendly activity onsite at the World Series in their booth at the Family Fun Zone throughout the 10 days of the event.

"Little League is excited to join together with Cigna as we continue to provide young baseball and softball players a fun, healthy opportunity each year," said Liz DiLullo Brown, Little League vice president of marketing and communications. "We are excited to work with Cigna on educational initiatives that help drive more awareness for preventive health care and awareness for Little League families, and are grateful to Cigna for supporting our program, allowing us to keep affiliation fees to a minimum for member leagues."

The partnership will provide Cigna the opportunity to engage with Little League's nearly 6,500 local programs through a variety of platforms and social channels to provide educational content and health awareness about the importance of prevention, regular checkups and knowing key health numbers.

"In the markets that Cigna serves, there are hundreds of thousands of players, providing Cigna an opportunity to more deeply engage and connect with families, businesses, and community leaders," Cassell said.

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 95 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 Little League®

Founded in 1939, Little League® Baseball and Softball is the world's largest organized youth sports program, with nearly 2.4 million players and one million adult volunteers in every U.S. state and more than 80 other countries. During its nearly 80 years of existence, Little League has seen more than 40 million honored graduates, including political leaders, professional athletes, award-winning artists, and a [variety of other influential members of society](#). Each year, millions of people follow the hard work, dedication, and sportsmanship that Little Leaguers® display at our seven baseball and softball World Series events, the premier tournaments in youth sports. For more information, visit LittleLeague.org, and follow Little League on Facebook (facebook.com/LittleLeague), Twitter (twitter.com/LittleLeague), and Instagram (Instagram.com/LittleLeague).