

## 2016 Senior Choice Gold Award® Summary

<p style="text-align: center;"><b>Recognition for 2016 <u>Senior Choice Gold Award</u> Recipients</b></p>	<p style="text-align: center;"><b>Exclusive Deliverables Package for COSTSHARE REPORT Users</b></p>
<ul style="list-style-type: none"> <li>• <b>PRNewswire</b> national media announcement on <b>October 15</b>.</li> <li>• <b><u>MedicareNewsWatch.com</u></b> website announcement on <b>October 15</b>.</li> </ul> <div style="text-align: center;">     <p style="text-align: center;"><b>“Excellence in Medicare Benefits Value &amp; Performance”</b></p> <p style="text-align: center;"><b>OR</b></p>  <p style="text-align: center;"><b>“Excellence in Medicare Benefits Value”</b></p> </div>	<ul style="list-style-type: none"> <li>• <b>PRNewswire</b> national media announcement on <b>October 15</b>.</li> <li>• <b><u>MedicareNewsWatch.com</u></b> website announcement on <b>October 15</b>.</li> </ul> <div style="text-align: center;">  </div> <ul style="list-style-type: none"> <li>• <b>Exclusive licensing rights</b> to use the <u>Senior Choice Gold Award</u> logo and tagline <b>“Excellence in Medicare Benefits Value”</b> or <b>“Excellence in Medicare Benefits Value &amp; Performance”</b> in print, electronic, TV advertising including 2016 collateral marketing materials (<i>Logo &amp; tagline subject to CMS review</i>).*</li> <li>• <b>Exclusive licensing rights</b> to reprint and distribute the 2016 <b>COSTSHARE REPORT</b> comparisons (<i>subject to CMS review</i>).*</li> <li>• <b>Customized communications kit</b> for marketing and public relations including: <u>press release</u> for local media distribution; <u>Senior Choice Gold Award announcement letter</u> for current/prospective plan members and plan providers (<i>subject to CMS review</i>).*</li> <li>• <b><u>MedicareNewsWatch.com</u></b> link to the plan’s website featuring the plan’s logo.</li> <li>• <b>2016 <u>Senior Choice Gold Award</u> plaque</b> with optional on-site presentation.</li> </ul>
<p>NOTE: Only <b>COSTSHARE REPORT</b> users may announce the 2016 <u>Senior Choice Gold Award</u> to members, providers, media.</p>	<p>The 2016 <b>COSTSHARE REPORT</b> user fee <b>(\$5,000-\$9,000 per market)</b> includes all of the above exclusive deliverables package.</p>

\* Per 2016 CMS Medicare Marketing Guidelines