

Senior Choice Gold Award® 2011 Deliverables Summary

Deliverables for 2011 <u>Senior Choice Gold Award</u> Recipients	Exclusive Deliverables Package for COSTSHARE REPORT Users
<ul style="list-style-type: none"> • PRNewswire national media announcement on October 28. • <u>MedicareNewsWatch.com</u> website special recognition. <div style="text-align: center;">  <p>“Excellence in Medicare Benefits Value”</p> </div>	<ul style="list-style-type: none"> • PRNewswire national media announcement on October 28. • <u>MedicareNewsWatch.com</u> website special recognition. • Exclusive licensing rights to use the <u>Senior Choice Gold Award</u> logo and tagline “Excellence in Medicare Benefits Value” in electronic and print advertising including 2011 collateral marketing materials (<i>Logo & tagline exempt from CMS review</i>).* • Exclusive licensing rights to reprint and distribute the 2011 COSTSHARE REPORT comparisons (<i>exempt from CMS review</i>).* • Customized communications kit 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>exempt from CMS review</i>).* • 2011 Senior Choice Gold Award gold-foil labels (500-ct roll) for use on direct mailings (<i>exempt from CMS review</i>).* • <u>MedicareNewsWatch.com</u> link to the plan’s website featuring the plan’s logo. • 2011 Senior Choice Gold Award plaque with optional on-site presentation.
<p>There are no obligations or fees for the above basic benefits.</p>	<p>The 2011 COSTSHARE REPORT user fee (\$5,000-\$7,500 per market) includes all of the above exclusive deliverables package.</p>