

## Senior Choice Gold Award® 2012 Deliverables Summary

Deliverables for 2012 <u>Senior Choice Gold Award</u> Recipients	Exclusive Deliverables Package for COSTSHARE REPORT Users
<ul style="list-style-type: none"> <li>• PRNewswire national media announcement on <b>October 14</b>.</li> <li>• <u>MedicareNewsWatch.com</u> website special recognition.</li> </ul> <div style="text-align: center;">  <p><b>“Excellence in Medicare Benefits Value”</b></p> </div>	<ul style="list-style-type: none"> <li>• PRNewswire national media announcement on <b>October 14</b>.</li> <li>• <u>MedicareNewsWatch.com</u> website special recognition.</li> <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> in electronic and print advertising including 2012 collateral marketing materials <b>(Logo &amp; tagline exempt from CMS review).</b>*</li> <li>• <b>Exclusive licensing rights</b> to reprint and distribute the 2012 <b>COSTSHARE REPORT</b> comparisons <b>(exempt from CMS review).</b>*</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 <b>(exempt from CMS review).</b>*</li> <li>• <b>2012 Senior Choice Gold Award gold-foil labels</b> (1,000-ct roll) for use on direct mailings <b>(exempt from CMS review).</b>*</li> <li>• <u>MedicareNewsWatch.com</u> link to the plan’s website featuring the plan’s logo.</li> <li>• <b>2012 Senior Choice Gold Award plaque</b> with optional on-site presentation.</li> </ul>
<p>There are no obligations or fees for the above basic benefits.</p>	<p>The 2012 <b>COSTSHARE REPORT</b> user fee <b>(\$5,000-\$7,500 per market)</b> includes all of the above exclusive deliverables package.</p>