



**BlueCross BlueShield
of Illinois**

March 16, 2006

Producer News

Want to earn 20% commissions on Under 65 sales? Become a True Blue Producer!

We invite you to join the ranks of an exclusive group of Producers who are members of our True Blue program. This program is our way of rewarding top-selling Producers. Those who sell 25 or more Under 65 policies per year earn a 20% commission on all sales during the following year!¹

We are pleased to report that our Under 65 products experienced tremendous sales growth in 2005 thanks to the support of our Producer community. In fact, 2005 marks our best year ever in Under 65 policy sales. This growth was driven by Producers who achieved our True Blue status. Last year alone, membership in our True Blue program grew 88%!

True Blue members represent our top 2% of Producers in Illinois for Under 65 sales. In turn, **membership in this premier group provides Producers with exclusive access to higher commission rates.**

We urge you to take advantage of the features of our Under 65 products so that you too can have True Blue member status and receive the member-only benefits of this exclusive group. Here are some key sales points:

- We offer a wide variety of plan options, with coverage levels and price points to fit every budget.
- Your clients will have access to one of the largest networks of doctors and hospitals.
- We offer a choice of deductibles to meet your clients' coverage needs and budget.
- All plans feature \$5,000,000 in lifetime benefits.
- Plan options with prescription drug coverage are available.

Good news: There's still time to qualify for True Blue status in 2006!

You don't have to wait until next year to qualify as a True Blue Producer and earn higher commissions. We'll be evaluating 2006 Producer paid policies through June 2006 to determine which Producers will be included in the program for the remainder of 2006.

As always, we appreciate your hard work and we wish you great success in 2006. We look forward to supporting your sales initiatives and to welcoming you into the True Blue program!

If you have any questions, please contact CCSI Brokerage.

¹ This does not constitute a contract. For complete details of the commission arrangement, please refer to CCSI Brokerage.