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**COVENTRY HEALTH CARE JOINS FORCES WITH WALGREENS, WALMART ON NEW 2012
MEDICARE PART D PLAN AVAILABLE ACROSS THE CONTINENTAL U.S.**

*FIRST HEALTH VALUE PLUS IS THE NATION'S LOWEST PREMIUM \$0 DEDUCTIBLE PLAN AND
OFFERS LOWER CO-PAYS ON PRESCRIPTIONS FILLED AT PREFERRED RETAIL PHARMACIES*

BETHESDA, Md. (Oct. 1, 2011) – Coventry Health Care, Inc. (NYSE: CVH) announced today that it has joined in partnership for 2012 with the nation's largest and best known names in retail and pharmacy—Walgreens (NYSE, NASDAQ: WAG), Walmart, and Target—to offer a novel Medicare prescription drug plan known as First Health Value Plus (PDP). As Coventry's newest Medicare Prescription Drug Plan, First Health Value Plus is the lowest premium, zero-dollar deductible Part D plan in the United States.

First Health Value Plus is built on one of the nation's broadest preferred pharmacy networks and offers lower member co-payments for prescriptions filled at any one of the almost 14,000 combined Walgreens, Walmart, and Target pharmacy locations. The preferred network pharmacy benefit design allows members to receive free Tier 1 formulary prescriptions (most generics and select branded drugs) when filled at any Walgreens, Walmart, or Target pharmacy before reaching the coverage gap or "donut hole." As a result, First Health Value Plus will potentially provide hundreds of dollars in annual savings to Medicare beneficiaries and be a competitive alternative versus the lowest premium stand-alone Part D plan that includes a deductible.

"In these challenging economic times, we believe our new Part D plan brings great value to beneficiaries and the Medicare program by establishing broad access to prescriptions through the most recognized names in the pharmacy and retail business, low monthly premiums, and no deductible, all of which are important to seniors. For the first time, we've also included value-added well-being items that are available only through our preferred partners," said Nancy Coccozza, senior vice president of Medicare at Coventry Health Care.

First Health Value Plus Plan (PDP): Benefits and Details

- Average premium of \$25.60 per month (range: \$21.70 - \$30.10)
- \$0 annual deductible
- One of the largest preferred pharmacy networks in the Medicare program with nearly 14,000 locations
 - Walgreens – 7,760 retail pharmacies

- Walmart – over 4,400 retail facilities including Walmart stores and Sam’s Clubs
- Target – more than 1,610 pharmacies
- \$0 co-pay on Tier 1 formulary prescriptions (most generics and select branded drugs) at preferred pharmacies during the Part D initial coverage period; \$7 co-pay on Tier 1 formulary prescriptions at other contracted pharmacies
- Lower co-pays on Tier 2 and Tier 3 formulary prescriptions when filled at preferred pharmacies
- 90-day supply of prescriptions available through retail pharmacies
- Access at Walmart and Target to preferred value generics (i.e., \$4 generics), which will help members who enter the coverage gap
- Vouchers mailed to enrolled First Health Value Plus members for health and well-being products (e.g., multivitamins, calcium tablets) that can be redeemed at any preferred pharmacy.

“As the nation’s largest drugstore chain, Walgreens is excited about joining with Coventry as a key preferred pharmacy partner through our thousands of retail locations to participate in a new kind of prescription drug plan for America’s seniors. Today’s Medicare beneficiaries are looking for a community pharmacy in their neighborhood that offers value in combination with other well-being products. That makes First Health Value Plus with access to Walgreens pharmacies across the country an attractive option for them,” said Kermit Crawford, Walgreens president of pharmacy, health and wellness.

“Coventry is strongly committed to the Medicare program and the beneficiaries we serve. Our First Health Value Plus plan demonstrates an innovative new approach to Part D by combining affordable coverage, wide access to preferred pharmacies in urban, suburban, and rural locations, and the extra well-being items that seniors want. As a result, we believe that Value Plus will be a very competitive and compelling Part D option for many beneficiaries,” said Coventry’s Nancy Coccozza.

How to Select and Enroll in First Health Value Plus (PDP)

Starting October 1, information about First Health Value Plus is available through different channels. The Part D annual enrollment period for 2012 begins earlier than in prior years by starting Saturday, October 15, 2011, and continuing through Wednesday, December 7, 2011. For more information about First Health Value Plus and additional details about the plan, including whether it is the best fit for Medicare beneficiaries:

- Call Coventry Health Care First Health Part D at 1-800-588-3322 (TTY/TTD 711 Telecommunications Relay Service)
- Visit www.FirstHealthValuePlus.com on the Internet
- Go to www.medicare.gov

About Coventry Health Care

Coventry Health Care (www.coventryhealthcare.com) is a diversified national managed healthcare company based in Bethesda, Maryland, operating health plans, insurance companies, network rental and workers’ compensation services companies. Coventry provides a full range of risk and fee-based managed care products and services to a broad cross section of individuals, employer and government-funded groups, government agencies, and other insurance carriers and administrators.

About Walgreens

Walgreens (www.walgreens.com) is the nation's largest drugstore chain with fiscal 2011 sales of \$72 billion. The company operates 7,760 drugstores in all 50 states, the District of Columbia and Puerto Rico. Each day, Walgreens provides nearly 6 million customers the most convenient, multichannel access to consumer goods and services and trusted, cost-effective pharmacy, health and wellness services and advice in communities across America. Walgreens scope of pharmacy services include retail, specialty, infusion, medical facility and mail service, along with respiratory services. These services improve health outcomes and lower costs for

payers including employers, managed care organizations, health systems, pharmacy benefit managers and the public sector. Take Care Health Systems is a Walgreens subsidiary that is the largest and most comprehensive manager of worksite health and wellness centers and in-store convenient care clinics, with more than 700 locations throughout the country.