

## news release

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### **Humana Games for Health Announces Winners of “InsertCoin” Game Idea Competition**

*Healthy game idea competition draws entries designed to get players moving*

LOUISVILLE, Ky. — Dec. 21, 2009 — Have you ever wanted to learn how to dance like a star? The winning entry in Humana’s InsertCoin game idea competition could have you showing off some fancy new dance moves. Humana Inc. (NYSE: HUM) announced today its [Games for Health](#) team has selected the winners of this unique competition. First, second and third place winners will each receive a cash prize and the chance to have their idea prototyped or commercialized. Humana Games for Health sponsored the competition as a way to generate new and differentiating active video game concepts to positively impact the health of kids, families and seniors.

“This competition can be considered a listening post to what gamers are looking for in health games,” said Ben Sawyer, InsertCoin judge and co-founder of [Games for Health Project](#), which spearheads the annual Games for Health Conference. “Gamers want to play health games with some type of story that can draw them deeper into the game experience. The winners are representative of three major themes that came out among all the entrants. Those were: we want some dance games that aren’t as metaphorical, we want some active games with more storyline, and we want games that we can take out into the world not just in our living room.”

The winning entry is a game called “Dance Class” and is the idea of Shelly Warmuth of Green Bay, Wis. Players are taught to dance by virtual dance instructor avatars. For her winning entry, Warmuth will receive \$5,000.

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John Green, of Brooklyn, N.Y., submitted the second place idea called “Camp Awesome.” Green’s concept is a summer camp simulator where players get the full action-packed experience of a camp. Third place in the competition went to Kevin Ray for the idea called “Jungle Mayhem,” an activity and social based game. Green and Ray will receive \$3,000 and \$2,000, respectively, for their winning entries.

“Humana’s Games for Health team is grateful to all the participants for their creative submissions,” said Paul Puopolo, leader of the Games for Health team. “It was a very difficult decision to pick the top three entries from such a competitive field and we look forward to discussing these ideas in more detail with each of the winners. This contest is representative of Humana’s continued belief that game technology can be used to help people lead healthier lives.”

InsertCoin is the latest in a series of efforts to use video game technology to inspire healthy behavior. The [Humana Games for Health](#) team also recently launched the second phase of The American Horsepower Challenge, an activity based program for nearly 1,500 middle school players nationwide; Operation Planet Savers, an activity based game that was a collaboration with Walt Disney Motion Pictures; and earlier this month launched Dancetown, a dance mat game for active seniors. The team believes that by making fun things healthy, people of all ages can be motivated to live an active lifestyle.

### **About Humana Games for Health**

Video games can be more than just fun and entertaining – they can serve as a catalyst to healthier lifestyles. The HG4H team – part of Humana’s Innovation Center – creates ways for people of all ages to reach new levels of health and well-being through the use of game technology. The games can be used to combat obesity, provide entertaining physical therapy and battle age-related physical and mental decline.

### **About Humana**

## n e w s r e l e a s e

Humana Inc., headquartered in Louisville, Ky., is one of the nation's largest publicly traded health and supplemental benefits companies, with approximately 10.3 million medical members and approximately 7.3 million specialty-benefit members. Humana is a full-service benefits solutions company, offering a wide array of health and supplemental benefit plans for employer groups, government programs and individuals.

Over its 48-year history, Humana has consistently seized opportunities to meet changing customer needs. Today, the company is a leader in consumer engagement, providing guidance that leads to lower costs and a better health plan experience throughout its diversified customer portfolio.

More information regarding Humana is available to investors via the Investor Relations page of the company's Web site at <http://www.humana.com>, including copies of:

- Annual reports to stockholders
- Securities and Exchange Commission filings
- Most recent investor conference presentations
- Quarterly earnings news releases
- Replays of most recent earnings release conference calls
- Calendar of events (includes upcoming earnings conference call dates and times, as well as planned interaction with research analysts and institutional investors)
- Corporate Governance Information

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