



**BlueCross BlueShield  
of Alabama**



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**MEDIA RELEASE**

**Blue Cross and Blue Shield of Alabama Expands Partnership with Alfa<sup>®</sup> Insurance**

**Birmingham, AL** – Blue Cross and Blue Shield of Alabama is partnering with Alfa Insurance to provide Alabamians expanded convenience in purchasing health and dental coverage.

With the healthcare industry rapidly changing, our expanded partnership with Alfa is part of our continued commitment to providing dependable, local service and access to quality healthcare to Alabamians. This offers another convenient channel for individuals to purchase Blue Cross' health and dental products on and off the Federally Facilitated Exchange. Open enrollment began October 1, 2013, for January 1, 2014 effective dates. Consumers will be able to purchase individual health and dental policies from their local Alfa agent, online at [AlabamaBlue.com](http://AlabamaBlue.com), or directly from a Blue Cross sales agent in person or by phone.

“Blue Cross and Blue Shield of Alabama wants to provide both our current and potential customers convenient ways to learn more about the product options available under the healthcare reform law as they choose the plan that best fits their needs,” says Terry Kellogg, President and Chief Executive Officer. “Blue Cross and Alfa are two of the most trusted brands in Alabama and have earned that trust over 30 years of working together. Expanding this partnership during a time of change in our industry is a natural evolution that benefits our customers.”

Alfa Insurance President Jimmy Parnell said the partnership with Blue Cross will allow Alfa to continue serving customers. “Since 1946, Alfa has provided affordable insurance coverage and quality service to Alabama residents through hometown agents,” Parnell said. “Almost 400,000 Alabama families trust Alfa for their auto, home and life insurance. By working with Blue Cross, Alfa agents can help policyholders navigate the new healthcare law while continuing to meet all their insurance needs.”

*About Blue Cross and Blue Shield of Alabama*

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 77 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit [AlabamaBlue.com](http://AlabamaBlue.com).

*About Alfa Insurance*

Since 1946, Alfa has grown to offer an excellent array of insurance coverages including life, property and automobile to its clients and has also become known for superior customer service. Alfa and its affiliates now provide insurance and other financial services to more than 1 million customers in 11 states.

*Alfa Insurance<sup>®</sup> is an independent authorized producer/agency licensed to sell and promote products on behalf of Blue Cross and Blue Shield of Alabama. Blue Cross and Blue Shield of Alabama is an independent licensee of the Blue Cross and Blue Shield Association.*