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NEWS RELEASE

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PEACH STATE HEALTH PLAN CELEBRATES THREE YEARS OF SUPPORTING *FOR SISTERS ONLY* AS THE TITLE SPONSOR OF THE KID ZONE

Smyrna, Georgia (September 12, 2008)—Peach State Health Plan (Peach State) today announced it will be title sponsor for the Kids Zone for the third year. *For Sisters Only* is an annual two-day community event that reaches more than 250,000 people in metro Atlanta area.

For Sisters Only is a proven community success and we are proud to be a sponsor again this year,” said Debra Peterson-Smith, Vice President of Marketing Communications for Peach State. “Our involvement over the years emphasizes our goal of working with community organizations to educate and inform our members and the public about the importance of getting preventive healthcare. *For Sisters Only* provides a unique opportunity to do education and health screenings, in a fun and interactive atmosphere.”

For Sisters Only focuses on reaching African American families through events, entertainment and information. In its’ 17 years, the popular event is filled with specialty pavilions throughout the Georgia World Congress Center to ensure there is something for everyone.

Peach State activities at *For Sisters Only* 2008 include free dental, vision and diabetes screenings.

As the title sponsor of the Kidz Zone, Peach State ensures plenty of fun and games during the 2-day event:

- Baby crawl contest
- Jump rope contests
- Hula hoop contests
- Face painting
- Interactive games
- A craft corner

While the kids are playing, parents can learn about an array of health topics such as the importance of health screenings, prenatal care and health check exams. Peach State members will also have access to special information, incentives and gifts when they visit the Peach State sponsored areas.



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About Peach State Health Plan

Peach State Health Plan (Peach State) is a health maintenance organization that serves the Medicaid and PeachCare for Kids population in partnership with the Georgia Families Program. As of June 30, 2008, Peach State had 278,800 members. Peach State is a wholly-owned subsidiary of Centene Corporation, a leading *multi-line* healthcare enterprise offering both core Medicaid and specialty services. Information regarding Peach State is available via the Internet at www.pshp.com.