

**AGREEMENT PROTECTS CAREFIRST'S USE OF BLUES TRADEMARK**  
**Judge Motz's Action Allows Insurer to Focus on Uninterrupted Service to Customers**

June 7, 2003

Corporate statement from CareFirst BlueCross BlueShield

CareFirst BlueCross BlueShield commends the June 6 decision by a federal judge in Baltimore that preserves the company's right to the trusted Blues trademark, ensures uninterrupted service for CareFirst's 3.2 million customers, and recognizes the importance of continuing the affiliations under which the Maryland, Delaware and Washington, D.C. Blues plans operate collectively as CareFirst.

CareFirst remains intact as the Blues Plan serving the Mid-Atlantic region. We are especially pleased that, with this action by U.S. District Judge J. Frederick Motz, we can allay the fears and uncertainties the threat of the loss of our Blues trademark has had on our 6,500 associates, who, along with the Blues name and mark, represent our most important asset.

Judge Motz's decision recognizes the uniqueness of our corporate structure, under which the affiliates maintain their independence while operating collectively under the CareFirst umbrella. We will continue to work with the insurance commissioners in all three jurisdictions in which CareFirst affiliates operate to address any outstanding issues they may have.

With this action, CareFirst achieves its three most critical objectives:

1. Protect our continued use of the trusted Blues trademark;
2. Preserve the affiliations of the Maryland, Delaware and District of Columbia Blues Plans.
3. Position the company to be able to continue to serve our customers effectively.

With these actions, we at CareFirst are hopeful that the distractions of recent months can be set aside and we can refocus our energies on providing the quality, cost-effective health care our members expect and deserve.

[Click here](#) for the statement from the Blue Cross and Blue Shield Association.

[Click here](#) for the statement from Maryland Insurance Commissioner Alfred W. Redmer, Jr.