

For Distribution to Brokers/Wholesalers/DBEs Only

June 13, 2008

New Sales Ordering System Coming Soon Online Training Available Now

MARKET: SEOS Users

CareFirst BlueCross BlueShield (CareFirst) is pleased to announce that we have updated the Sales Electronic Ordering System - now called the Sales Ordering System, or SOS. The SOS will be available to all direct brokers, Wholesalers and DBEs the week of June 23, 2008.

Instead of displaying a long list of items you have to sort through, the new system takes you step-by-step through the process of building a Print-on-Demand (POD) book. The SOS only displays the materials that apply to the Jurisdiction, Group Size, and Product you select for your group, making it much easier to find the specific pieces you require.

All materials from the old system will be available on the new SOS. And, the same staff from the CareFirst Literature Resource Center and Printing Corp of America will be working to produce your POD materials.

A 15-minute WebEx presentation explains the new look of the SOS and all of its features. Simply visit <https://carefirst.webex.com> and:

- Click on the "Training Center" tab along the top of the screen
- In the left column, you'll see the first section "Attend a Session"
- Under that header, click on "Recorded Sessions"
- Select the topic "SOS for SEOS Users"
- Click on "View" and enter the password "Marketing"
- Register with your name and e-mail address to view the WebEx

Please look for a future Sales Flash announcing the exact date when the SOS will be available.

We hope you share our enthusiasm for the new Sales Ordering System!

Should you have any questions, please contact your Broker Sales Representative.



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