

NEWS RELEASE

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Humana Executive Participates in World Economic Forum

Chief Innovation Officer on platform with Health Secretary Patricia Hewitt to discuss motivating consumers and enabling healthy choices

London, UK - 25 January 2007: Humana Europe., a healthcare management company taking part in the tendering process for PCT commissioning services in the NHS in England, announced today that one of its senior executives is playing a key role in healthcare seminars taking place at the World Economic Forum, the world's premier gathering of heads of state, global business leaders and directors of worldwide non-governmental organisations.

Humana's Chief Innovation Officer and Chief Executive of Humana Europe, Jonathan Lord, M.D., is participating in three breakout sessions at the World Economic Forum annual meeting. In a seminar to be attended by the Secretary of State for Health, Rt Hon Patricia Hewitt MP, Dr. Lord will share his perspectives on the most innovative ways to motivate consumers to change their behaviour, highlighting Humana-sponsored research currently in progress. Dr. Lord will also discuss the use of information technology in consumer engagement during a session with healthcare governors entitled "Enabling Healthy Choices."

The World Economic Forum, convening this week for its annual meeting in Davos, Switzerland, is the leading convocation of international leaders who meet each year to discuss solutions to the most pressing economic and social problems around the globe. During the meeting, 2,400 participants from 90 countries will gather to confront this year's theme: "The Shifting Power Equation." Participants this year include 24 heads of state or government, 85 cabinet ministers, and more than 800 CEOs or Chairmen

including those from The Coca Cola Company, Merck, FedEx, Dow Chemical, Citigroup, General Mills, Motorola and Google, among others.

Humana and the World Economic Forum Healthcare Industry Team are also convening an invitation-only meeting in Davos to examine how consumer health solutions can be viewed in a collaborative, cross-industry environment. This working meeting will discuss how healthcare in developed countries is moving towards the consumer and the consumer-focused organisations that serve them and will discuss what potential joint research programs can be developed to investigate this changing dynamic. Dr. Lord is the keynote speaker at this meeting, which will be attended by CEOs from a wide range of industries, including telecommunications, banking, healthcare, and food and beverages.

"Humana's participation in these sessions in Davos gives us a unique opportunity to share our holistic approach to consumerism with leaders around the world, both in government and the private sector," Dr. Lord said. "When these organisations converge to share best practices, it's ultimately the consumer who benefits the most."

Notes to Editors:

1. *The World Economic Forum takes place in Davos, Switzerland 24-28 January 2007. 2,400 participants from 90 countries will discuss economic and social problems around the globe under the theme 'The Shifting Power Equation'. www.weforum.org*
2. *Jonathan Lord is Chief Innovation Officer and Chief Executive of Humana Europe.*
3. *The seminars at which Dr Lord is speaking include Effectiveness of Healthcare Systems in the Developed World and Enabling Healthy Choices.*