



## IMPORTANT ADVANCE NOTICE

January 2007

Dear Valued Blue Cross Agent:

After 12 months with no rate increase, it will be necessary to increase rates for most of our Individual and Family medical plans as well as our dental plans. The rates for the CORE 5000<sup>SM</sup>, Basic 2500 and Basic 1000 are not changing. And we're pleased to advise that the only benefit change will be a positive one – vision benefits will be enhanced for our Tonik plans.

This letter is simply a heads-up for those of you who have clients using our Checking Account Automatic Premium Payment option. For those clients, auto withdrawal happens the month before their payment is due, so we must notify those clients listed on the enclosed Client Report of their new rates earlier than we notify your other clients. **Please note that the enclosed Client Report contains only your clients who are on auto withdrawal and whose “pull dates” occur from the 7<sup>th</sup> through the 28<sup>th</sup> of the month (chances are this is only a partial listing of your clients).**

**Within the next two weeks, you'll be receiving your complete agent package with all the information you'll need for the 3/1/07 rate action** – including a separate Client Report of your clients not paying by auto withdrawal (and/or those without the “pull dates” listed above), an Agent Guide, a Rate Guide, and a flyer that includes rates for new Term Life coverage amounts. So you can assist your auto withdrawal clients as soon as possible, the contents of the agent package are posted on the Agent Website at [bluecrossca.com](http://bluecrossca.com). Just click on “Agent & Client Notifications” and then click on “Individual Plans 3/1/07 Rate Action.”

Your clients paying by auto withdrawal are receiving notifications now, and your other clients will receive notifications through January.

Please feel free to contact your Blue Cross Regional Sales Manager or call Agent Support at 800-678-4466 for any help you may need.

Sincerely,

Mary Floyd  
Vice President  
ISG Sales, Blue Cross of California

Enclosure

Blue Cross of California (BCC) and BC Life & Health Insurance Company (BCL&H) are Independent Licensees of the Blue Cross Association (BCA). The Blue Cross name and symbol are registered service marks of the BCA. The following plans are offered by BCC: PPO Share 2500/1500/1000/500, Individual HMO, HMO Saver, Select HMO, EPO and Dental SelectHMO. The following plans are offered by BCL&H: CORE 5000, Basic PPO 1000/2500, PPO Saver, PPO Share 5000/1000/500, RightPlan PPO 40, 3500 Deductible PPO, PPO 3500 (HSA-Compatible), Tonik and Individual PPO Dental.