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**LINKWELL OFFERS HEALTHY FOOD COUPONING
TO HUMANA MEMBERS**

Needham, MA, April 27, 2010 — Today, Linkwell Health announced that it will continue to partner with Humana to offer healthy food couponing to help members achieve lifelong well-being. Through Humana’s award-winning member EOB, Linkwell Health presents savings on better food choices to influence eating behaviors in the chronic condition population.

“Improving diet and nutrition is a critical step toward better health for our members with chronic conditions,” says Christopher Nicholson, Director of Strategic Communications for Humana. “We have worked closely with Linkwell Health to determine the right products and to employ an optimal engagement strategy for member impact.”

Linkwell Health and Humana have partnered over the past two years to build a successful approach to effectively presenting healthier food and product savings to members with diabetes, high cholesterol and other conditions. Using coupons as a vehicle for introducing healthy food alternatives is consistent with Humana’s approach to simplifying member communications.

“Humana is a true innovator in the health care space and has applied its member insights and deep analytical capabilities to construct an effective program,” says Benjamin Gardner, President and CEO of Linkwell Health. “We are able to observe real behavior change through ongoing redemption rate tracking.”

Linkwell Health works with constituents across the health care and food industries to build healthy couponing programs that influence the buying decisions of members with chronic conditions. Applying insights from purchase data, Linkwell Health designs customized couponing to incentivize healthier choices at the grocery store. The program analyzes purchase patterns both before and after implementation to enable plans and employers to assess impact.

About Linkwell Health

Linkwell Health applies market insights from food purchasing data to design customized better for you food couponing programs for health plans, pharmacy benefit managers (PBMs) and employers. Founded in 2007, Linkwell Health is a privately-owned company working with leaders in the health care industry. The company helps improve member health by offering incentives to influence daily food purchase decisions. Linkwell Health offers analytics, branded materials and performance reporting to track the impact of healthy couponing on member populations both short and long term. For more information, please visit www.linkwellhealth.com.

About Humana

Humana Inc., headquartered in Louisville, Ky., is one of the nation's largest publicly traded health and supplemental benefits companies, with approximately 10.3 million medical members and approximately 7.2 million specialty-benefit members.

Humana is a full-service benefits solutions company, offering a wide array of health and supplementary benefit plans for employer groups, government programs and individuals.

Over its 49-year history, Humana has consistently seized opportunities to meet changing customer needs. Today, the company is a leader in consumer engagement, providing guidance that leads to lower costs and a better health plan experience throughout its diversified customer portfolio.

More information regarding Humana is available to investors via the Investor Relations page of the company's web site at <http://www.humana.com>.