



October, 2004

The Newest Version Of The “Illustration Software” Is Now Available Download It Today!

The updated “Illustration Software”, version 4.0, includes rates for our new Individual/Family Under-65 Products that we introduced on October 6, 2004.

Rest assured that the updated “Illustration Software” includes rates for our entire portfolio of products, which means that you are one step closer to having a product and price for everyone in Illinois!

**For Immediate Access To The Illustration Software Version 4.0, Go To Our
Web Site, http://www.bcbsil.com/dmagents/software_updates.htm**

Simply follow the instructions on the Web page to download the software. It’s that easy!
You’ll be notified of any updates that you’ll need in the future.

Most of you are ahead of the curve and have been writing business using our:

- Individual and Family Health Insurance Rate Book – Form # 30048. Rate books are always a great standby in this technological world.
- Salespacks that include everything else that you need to write new business

These materials are available to print or order through our Web site, www.bcbsil.com/dmagents

Why Producers Have Been Aggressively Selling Our New Products

Earlier conversations with our top Producers revealed these three reasons:

- The new price points can save clients up to 19%
- Producers earn more with our Affordable Product Bonus – with a \$100 per paid policy your bonus potential is unlimited; for details see our Web site www.bcbsil.com/dmagents under What’s New - - Fast Fax 10/07/04
- Prospecting, with a more complete portfolio of products including our new affordable options from Blue Cross and Blue Shield, has never been easier. That’s because with our choice of products, benefits and provider networks - “it just fits”

If you have any questions about the New Affordable Product line, please feel free to contact your Marketing Consultant or General Agent. We look forward to receiving your first case and paying your first bonus!