



UNITEDHEALTHCARE TO DOUBLE ITS SUPPORT TO KOMEN PHILADELPHIA AFFILIATE, COMMITS UP TO \$200,000 IN DONATIONS

- *"Team Ra-Ras Kicks Breast Cancer" video has become an online sensation, garnering 1 million views in less than a month*
- *UnitedHealthcare donated \$100,000 when video received 1 million views; will donate additional \$100,000 if video receives 8 million views*



UnitedHealthcare of Pennsylvania proudly supports the Komen Philadelphia Affiliate – our collective commitment... compassion... and conviction can make a world without breast cancer a reality.

PHILADELPHIA (Dec. 13, 2010) — UnitedHealthcare of Pennsylvania announced it will double its sponsorship of the Philadelphia Affiliate of Susan G. Komen for the Cure® "Team Ra-Ras Kicks Breast Cancer" video if the video garners 8 million views.

The possible \$200,000 total contribution will support the Komen Philadelphia Affiliate in empowering the cures for breast cancer, through education, research, screening, treatment and other breast health services.

The "Team Ra-Ras Kicks Breast Cancer" video premiered online on Oct. 5 at www.KomenPhiladelphia.org/Video. It features "Do You Remember" by Pop and R&B sensation Jay Sean and dance performances by 136 NFL Alumni Philadelphia Chapter Cheerleaders, including breast cancer survivors.

UnitedHealthcare of Pennsylvania is the exclusive sponsor of the video. In October, the company agreed to donate 10 cents to the Komen Philadelphia Affiliate each time the performance was viewed on YouTube, up to a total of \$100,000, or 1 million views. That limit was reached in less than four weeks.

Now, UnitedHealthcare has agreed to contribute an additional \$50,000 when the "Team Ra-Ras Kicks Breast Cancer" video reaches 5 million views, and another \$50,000 when it reaches 8 million views, for a possible \$200,000 total contribution to support the fight against breast cancer.

"The compelling message behind the 'Team Ra-Ras' video is to help unite individuals across the globe to raise awareness about breast cancer and to help end this disease," said Sue Schick, CEO, UnitedHealthcare of Pennsylvania. "UnitedHealthcare is honored to take part in this inspirational campaign, and we are committed to keeping the momentum going to help make the Komen vision of a world without breast cancer a reality."

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"We are confident, we will reach these milestones as millions of men, women and children continue to embrace the opportunity 'Team Ra-Ras Kicks Breast Cancer' offers them to connect with others like them around the world to fight the disease that takes a life every 69 seconds," said Elaine I. Grobman, Executive Director of the Komen Philadelphia Affiliate. "Through this video, The Affiliate, UnitedHealthcare and NFL Alumni Cheerleaders are uniting people into a family offering hope that their world can be a world without breast cancer... a family that assures all women—from the most affluent to those most greatly in need—that they never will be alone in the fight against breast cancer."

The "Team Ra-Ras Kicks Breast Cancer" project was the brainchild of Maggie Trush-Hammond, Membership Chair of the NFL Alumni Philadelphia Chapter Cheerleaders, who cheered with the Philadelphia Eagles from 1993-1999. Trush-Hammond's relationship with The Komen Philadelphia Affiliate started last spring, when she captained "Team Ra-Ras" for the 2010 Susan G. Komen Philadelphia Race for the Cure® in celebration of several of their members who are breast cancer survivors. The video features 136 cheerleaders – 25 to 64 years old – and includes eight breast cancer survivors. The performance was composed of five segments, each created by a former cheerleader choreographer and reflecting the dance style from each decade, starting with the 1960s through 2010.

The Komen Philadelphia Affiliate, NFL Alumni Philadelphia Chapter Cheerleaders, UnitedHealthcare and Jay Sean's management team launched an aggressive social media campaign to meet their goal of driving more than 8 million views of the video by early spring 2011. To help reach this goal and raise funds to help realize a world without breast cancer, view the "Team Ra-Ras Kicks Breast Cancer" online at www.KomenPhiladelphia.org/Video.

About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, which is now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with nearly \$1.5 billion invested to date. Up to 75 percent of net proceeds generated by the Komen Philadelphia Affiliate stays in its 13-county service area. The remaining goes to the national Komen for the Cure Grants Program. For the 2010-2011 season, the Affiliate invested \$2.1 million in the form of grants to local organizations for their breast health and breast cancer awareness projects. More information is available at www.KomenPhiladelphia.org.

About UnitedHealthcare

UnitedHealthcare (www.unitedhealthcare.com) provides a full spectrum of consumer-oriented health benefits plans and services to individuals, public sector employers and businesses of all sizes, including more than half of the Fortune 100 companies. The company organizes access to quality, affordable health care services on behalf of approximately 25 million individual consumers, contracting directly with more than 650,000 physicians and care professionals and 5,000 hospitals to offer them broad, convenient access to services nationwide. UnitedHealthcare is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company.

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About the NFL Alumni Philadelphia Chapter Cheerleaders

The NFL Alumni Philadelphia Chapter Cheerleaders, comprised of five decades of former Philadelphia Eagles Cheerleaders, was founded to continue the charitable community outreach efforts established as professional NFL cheerleaders. The existing Philadelphia Chapter of the NFL Alumni expanded its membership in 2009 to include these women who once graced the sidelines of Franklin Field, Veterans Stadium and Lincoln Financial Field. Established after a reunion in 2009, the NFL Alumni Philadelphia Chapter Cheerleaders have dedicated themselves to charitable works and community service, with supported causes including St. Vincent's Home for Girls in Philadelphia, the Make-A-Wish Foundation, multiple children's charities in the tri-state area and the Philadelphia Affiliate of Susan G. Komen for the Cure.

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