



**WellPoint Announces Intent to Change Corporate Name to Anthem, Inc.**

*Anthem brand is built on the foundation of trust and reflects Company's commitment to serve as a trusted partner in health*

**Indianapolis, IN** – August 13, 2014 – As health care continues to move toward greater consistency and clarity, and direct relationships with consumers, WellPoint, Inc. (NYSE: WLP) announced plans to change its corporate name to Anthem, Inc. The change will enable the Company to create better alignment between its corporate and product brands and better reflect its purpose and strategy to help transform health care.

“As consumer engagement is heightened, we recognize that brand—an indicator of trust and a predictor of willingness to engage—is going to be of increasing importance,” said Joseph Swedish, president and CEO of WellPoint. “We believe it is important to call ourselves by the name that people know best—Anthem. Changing the corporate brand to Anthem is an important expression of our commitment to serve as a trusted partner in health. Millions of people experience this promise every day through the work our family of companies do to provide information and tools to empower individuals to better understand and manage their health. Trust is central to who we are and what we stand for as a company.”

The change will also enable the Company to streamline the communication of its values and the impact its family of companies are making on its members, associates, and investors.

“Brand is a significant driver of consumer purchasing decisions across our businesses. As we move closer to a consumer-centric marketplace, we believe Anthem is the best brand to lead our company forward to becoming a more consumer capable company,” said Swedish.

Pending approval from shareholders, the change is expected to take place by the end of 2014. A special shareholder meeting will be held on Wednesday, November 5, 2014 in Indianapolis, Indiana for shareholders of record on September 12, 2014.

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**About WellPoint, Inc.**

WellPoint is working to transform health care with trusted and caring solutions. Our health plan companies deliver quality products and services that give their members access to the care they need. With nearly 67 million people served by its affiliated companies, including nearly 37 million enrolled in its family of health plans, WellPoint is one of nation's leading health benefits companies. WellPoint companies serve members as the Blue Cross licensee for California; and as the Blue Cross and Blue Shield licensees for Colorado, Connecticut, Georgia, Indiana, Kentucky, Maine, Missouri (excluding 30 counties in the Kansas City area), Nevada, New Hampshire, New York (as the Blue Cross Blue Shield licensee in 10 New York City metropolitan and surrounding counties and as the Blue Cross or Blue Cross Blue Shield licensee in selected upstate counties only), Ohio, Virginia (excluding the Northern Virginia suburbs of Washington, D.C.), and Wisconsin. In most of these service areas, WellPoint does business as Anthem Blue Cross, Anthem Blue Cross and Blue Shield, Blue Cross and Blue Shield of Georgia and Empire Blue Cross Blue Shield, or Empire Blue Cross (in the New York service areas). It also serves customers in other states through its Amerigroup, CareMore and UniCare subsidiaries. To find out more about WellPoint, go to [wellpoint.com](http://wellpoint.com).