

news release

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Humana to Add National Retailers to its Vision Network, Expanding Services and Retail Locations

Expanded network will provide members more flexibility and access to the industry's top retail optical outlets

LOUISVILLE, Ky. — September 7, 2010 — [Humana Inc.](http://www.humana.com) (NYSE: HUM) announced today that it will add some of the most recognized retail optical outlets to its HumanaVision Vision Care Plan (VCP) network, including LensCrafters, Pearle Vision, Sears Optical, Target Optical, and JCPenney Optical.

The expanded network will be available to HumanaVision VCP members starting in the second quarter of 2011. Vision plan members will be able to choose from HumanaVision VCP's strong base of independent vision-care providers or select a retail optical provider. The expanded network will give Humana's members greater choices regarding when and where they can manage their eye care needs while also maintaining predictable pricing for eyeglasses and contact lenses.

HumanaVision and EyeMed Vision Care, through its wholly owned, licensed subsidiary First American Administrators, Inc., are creating a more collaborative relationship to merge Humana's customer-service model with EyeMed's award winning call centers and claims-processing teams. Expanding the existing relationship creates new efficiencies for processing member claims and provides members with access to some of the most extensive customer-care hours in the industry, including evening and weekend hours.

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“HumanaVision’s commitment to a strong private-practice model, combined with the addition of five of the top retail vision providers in the country provides our members broad choice in maintaining their eye health,” said Beth Bierbower, chief operating officer of Humana Specialty Benefits. “Combining our predictable frame-cost and fixed-lens pricing model with the most recognized retail optical providers will result in a more convenient, cost-effectiveness experience for our members. Our expanded relationship with EyeMed, one of the nation’s leading vision-benefit companies, furthers Humana’s goal of helping members achieve lifelong well-being.”

HumanaVision’s provider network expansion will be available for all HumanaVision VCP members beginning in the second quarter of 2011. To learn more about the benefits of HumanaVision’s VCP product visit www.humanavisioncare.com.

About Humana

Humana Inc., headquartered in Louisville, Kentucky, is one of the nation’s largest publicly traded health and supplemental benefits companies, with approximately 10.3 million medical members and approximately 7.3 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>, including copies of:

- Annual reports to stockholders
- Securities and Exchange Commission filings

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- Most recent investor conference presentations
- Quarterly earnings news releases
- Replays of most recent earnings release conference calls
- Calendar of events (includes upcoming earnings conference call dates and times, as well as planned interaction with research analysts and institutional investors)
- Corporate Governance Information

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