FOR IMMEDIATE RELEASE

Magic Johnson Enterprises Announces a Strategic Alliance and Investment in Simply Healthcare Plans

Launch of Clear Health Alliance, a Medicaid Specialty Plan for Individuals Living with HIV/AIDS

Miami, FL and Los Angeles, CA – April 3, 2012 – Magic Johnson Enterprises (“MJE”) announced today an investment and strategic alliance with Simply Healthcare Plans (“SHP”) a minority owned and operated managed care plan based in Florida. In addition to investing in SHP, MJE will provide strategic advice with the company’s expansion efforts and commitment to developing innovative healthcare programs in underserved urban communities throughout the country. SHP also announced today the official launch of Clear Health Alliance, a comprehensive Medicaid Specialty Plan offered by Simply Healthcare Plans to individuals living with HIV and AIDS. MJE and SHP will collaborate to promote and expand Clear Health Alliance, which is currently in Miami Dade County, to other markets in Florida and across the nation. Last week the Governor of Florida, Rick Scott signed into law a Bill expanding the Medicaid HIV and AIDS program on a statewide basis.

“I am looking forward to the opportunity to work with SHP’s team on developing healthcare programs focused on the needs of individuals in underserved communities. SHP is creating programs that will make an impact on improving the quality and access to care for individuals in urban areas and I am hopeful that the community, providers and hospitals embrace these efforts,” said Earvin “Magic” Johnson. He added, “Clear Health Alliance is just one example of how SHP is developing innovative programs that provide a comprehensive care approach to many Latinos and African Americans disproportionately affected by HIV/AIDS that currently are not afforded access to such programs. I have always been a true believer that effective treatment of HIV/AIDS requires a comprehensive and holistic approach and Simply Healthcare Plans, through Clear Health Alliance, not only provides its members with all the traditional healthcare benefits you expect from a health -More-
plan, they also provide many additional benefits that I have found to be extremely important to support the treatment of HIV and AIDS."

Approximately $29 billion is spent annually by the U.S. on HIV/AIDS. Half of all domestic HIV/AIDS treatment is funded by federal and state government annually through Medicaid and Medicare. About 56,000 new HIV/AIDS cases are reported annually in the U.S. Nearly 1.2 million people in the U.S. are living with HIV/AIDS. Of those, approximately 30 percent are not accessing care. Florida ranks third in the nation in the number of persons living with HIV/AIDS. Miami-Dade County ranks first in the nation for new AIDS cases per capita while Broward County ranks second and Palm Beach County ranks sixth.

“We are excited and honored to be working with Earvin and MJE to expand access to critically important medical and support services for individuals in underserved communities,” said Miguel “Mike” B. Fernandez, Chairman of Simply Healthcare Plans, Inc. He added, “Our expertise and knowledge of Medicaid and Medicare, combined with Earvin's insight of urban communities and his advocacy for Latinos and African Americans will help meet an increasing need for healthcare services in Florida and across the country.”

About Magic Johnson Enterprises

Magic Johnson Enterprises, formed in 1987, serves as a catalyst for community and economic empowerment by making available high-quality entertainment, products and services that answer the demands of ethnically diverse urban communities. Through investment, partnership and consultation, Magic Johnson Enterprises has a portfolio of companies that strategically work together to reinforce the organization's focus on serving emerging, multicultural communities. Learn more at www.magicjohnson.com.

About Simply Healthcare

Simply Healthcare Plans, Inc. is a Florida licensed health maintenance organization Headquartered in Coral Gables, Florida. Established in 2010, SHP offers health benefits coverage to Florida’s Medicare, Medicaid and Healthy Kids recipients, serving over 65,000 Florida residents, with expansion plans in the rest of the United States. To learn more about Simply Healthcare visit www.simplyhealthcareplans.com.
Contact: Pam Gadinsky
Director of Communications
Simply Healthcare
(305) 408-5891
pgadinsky@simplyhealthcareplans.com

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