



NEWS RELEASE

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BLUE CROSS BLUE SHIELD OF NORTH CAROLINA BECOMES SILVER SPONSOR OF 2011 U.S. FIGURE SKATING CHAMPIONSHIPS

GREENSBORO, N.C. (May 19, 2010) – North Carolina 2011, the local organizing committee for the 2011 U.S. Figure Skating Championships, announced today that Blue Cross Blue Shield of North Carolina (BCBSNC) has become a Silver Sponsor for the 2011 U.S. Championships. As a component of its sponsorship, Blue Cross Blue Shield will sponsor the nearly 500 volunteers of the 2011 U.S. Championships.

"Blue Cross Blue Shield of North Carolina is one of the premier companies in our state," said Hill Carrow, chairman of the 2011 U.S. Championships. "Their significant investment in the event adds substantially to the growing statewide support for the Championships."

"We are particularly excited to be supporting the hundreds of volunteers of the 2011 U.S. Championships," said Kathy Higgins, vice president for community relations at BCBSNC. "We plan to involve many of our Triad-based employees to help ensure the success of this premier event."

Joining BCBSNC as new local sponsors are Exact Target of Indianapolis, Ind., and LSK Enterprises of Virginia Beach, Va. Both companies will join the 2011 U.S. Figure Skating Championships as local official suppliers.

Exact Target will provide its robust e-mail marketing platform to power all e-mail marketing for the 2011 U.S. Championships. North Carolina 2011's first distribution on the new platform was its May 5 newsletter that was sent to more than 10,000 fans.

"Exact Target is a leader in on-demand e-mail marketing and one-to-one digital communications platforms," said Malinda Pengelly, president of BEM Interactive, official Web marketing provider for the 2011 U.S. Championships and an Exact Target Silver Partner. "Having Exact Target involved takes our Internet marketing to an entirely new level."

LSK Enterprises is the exclusive East Coast distributor of Olympia ice resurfacing machines. Olympia resurfacers were featured at the 2010 Olympic Winter Games in Vancouver.

"With our unique setup of three sheets of ice [all under one roof] for the 2011 U.S. Championships, there was a critical need for additional ice resurfacers," said Faryn Driscoll, director of the 2011 U.S. Championships. "With

LSK's extensive, state-of-the-art Olympia product line, we will be able to maintain the ice at the highest competitive levels for the U.S. Championships."

– About U.S. Figure Skating –

U.S. Figure Skating is the national governing body for the sport of figure skating in the United States as recognized by the United States Olympic Committee and the International Skating Union. U.S. Figure Skating is comprised of more than 700 member clubs, collegiate clubs, and school-affiliated clubs and more than 900 registered Basic Skills skating schools representing approximately 170,000 members. U.S. Figure Skating is charged with the development of the sport on all levels within the United States including athletes, officials, sanctioning of events and exhibitions, and establishing the rules and guidelines by which the sport is governed. For more information on U.S. Figure Skating, visit www.usfigureskating.org.

– About North Carolina 2011 –

North Carolina 2011 is the local organizing committee for the 2011 U.S. Figure Skating Championships to be held in Greensboro, N.C. NC 2011 encompasses a collaborative team consisting of the Greensboro Coliseum Complex, the Greensboro Sports Commission, the Greensboro Convention & Visitors Bureau, North Carolina Amateur Sports, Sports & Properties, Inc., and North Carolina Figure Skating. The 2011 U.S. Figure Skating Championships are sponsored locally by Lowes Foods and VF, Local Presenting Sponsors; and by Local Official Sponsors: Greensboro Convention & Visitors Bureau, Greensboro Coliseum Complex, Blue Cross Blue Shield of North Carolina, Moses Cone Health System, Joshua Jewel, Graphic Visual Solutions, BEM Interactive, MediaFit, Annese Public Relations, Ice Rink Events, Hagan Davis, Pepsi Bottling Ventures, Exact Target, LSK Enterprises/Olympia and Skyline Exhibits & Events. Local Media & Marketing Partners for the 2011 U.S. Figure Skating Championships include Diamond Partners the News & Record, Capitol Broadcasting Company, and WGHP-TV Fox 8; and Local Official Partners Clear Channel Radio, Our State Magazine, and Guilford Woman Magazine. For more information on North Carolina 2011 and the 2011 U.S. Figure Skating Championships, visit www.northcarolina2011.com.

– About Blue Cross Blue Shield of North Carolina –

Blue Cross and Blue Shield of North Carolina is a leader in delivering innovative health care products, services and information to more than 3.7 million members, including approximately 900,000 served on behalf of other Blue Plans. For 77 years, the company has served its customers by offering health insurance at a competitive price and has served the people of North Carolina through support of community organizations, programs and events that promote good health. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. Access BCBSNC online at www.bcbsnc.com.

– About Exact Target –

Exact Target is a full-service interactive marketing firm committed to offering viable software, services and solutions to customers through email-based communication. Located in Indianapolis, Ind., Exact Target is the only email service provider (ESP) to have received a perfect score in the customer success category from independent research firm Forrester. In order to promote ease and accessibility for consumers, Exact Target provides its clients with email, SMS, voice messaging, social marketing, web site technology, tracking capabilities, integrations and solutions delivered on a single, multi-channel platform. As a company, Exact Target is committed to "making clients look like heroes" by providing clients with the tools that they need for success. For more information on Exact Target, visit www.exacttarget.com.

– About LSK Enterprises/Olympia –

LSK Enterprises, Inc., is currently located in Virginia Beach, Va, where it is the exclusive Olympia® Ice Resurfacers Dealer for the Eastern United States. LSK provides expertise in ice rink and arena construction, and maintenance and installation of ice making equipment. It provides ice resurfacer sales, repair services, and preventive maintenance programs for Olympia and all other makes and models of ice resurfacer machines. In addition, LSK trains operation of those machines. LSK has purchased property in Pasquotank County, North Carolina, near Elizabeth City, and plans to move its headquarters to the state in the future. For more information on LSK Enterprises, Inc., visit www.lskenterprises.com.