



For Immediate Release

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**WELLCARE HEALTH PLANS, INC. RECOGNIZED FOR PROVIDING AN
OUTSTANDING CUSTOMER SERVICE EXPERIENCE FOR A SECOND YEAR**

TAMPA, FL.: 16 December 2008 — WellCare Health Plans, Inc. has been recognized for customer satisfaction excellence for a second consecutive year under the J.D. Power and Associates Certified Call Center ProgramSM. The Certified Call Center Program distinction acknowledges a strong commitment from WellCare call center operations to provide “An Outstanding Customer Service Experience.”

“By achieving recognition for a second year, WellCare has demonstrated its dedication to providing a highly satisfying customer service experience,” said Gail Gross, senior director of certification programs at J.D. Power and Associates. “WellCare passed rigorous standards to achieve certification, which further underscores the company’s commitment to customer satisfaction.”

WellCare call center operations, based in Tampa, Fla., handle 10 million telephone calls from customers annually. To become certified, the call center operations successfully passed a detailed audit of its recruiting, training, employee incentives, quality assurance capabilities, and management roles and responsibilities. As part of its evaluation, J.D. Power and Associates conducted a random survey of WellCare customers who recently contacted its call centers.

For certification status, a call center must also perform within the top 20 percent of customer service scores, which is based on benchmarks established in J.D. Power and Associates’ cross-industry customer satisfaction research. The evaluation criteria include: courtesy; knowledge; concern for the customer; usefulness of the information provided; convenience of operating hours; ease of reaching a representative; and timely resolution.

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“WellCare’s commitment to member services is a priority within our organization, so we are consistently working to improve in this area,” said Heath Schiesser, president and CEO of WellCare Health Plans, Inc. “Achieving recognition for outstanding customer service by J.D. Power and Associates for a second year in a row is an example of that commitment.”

The Certified Call Center Program was launched by J.D. Power and Associates in 2004 to evaluate overall customer satisfaction with call centers and to help call centers in various industries increase their efficiency and effectiveness by establishing best practices for handling service calls.

There are more than 75,000 call centers in North America and an estimated 125,000 worldwide that help customers with product and service questions across a multitude of industries, ranging from credit cards, financial services, investment services, utilities, service warranties and insurance to telecommunications, healthcare and office products.

About WellCare Health Plans, Inc.

WellCare Health Plans, Inc. provides managed care services exclusively for government-sponsored healthcare programs, focusing on Medicaid and Medicare. Headquartered in Tampa, Florida, WellCare offers a variety of health plans for families, children, the aged, blind and disabled and prescription drug plans, currently serving more than 2.4 million members nationwide. For more information about WellCare, please visit the Company’s website at www.wellcare.com.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services firm operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm’s quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on boat ratings, car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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