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News Release

HARNESSING THE POWER OF SOCIAL NETWORKING, AETNA BEHAVIORAL HEALTH SIGNS AN AGREEMENT WITH ONERECOVERY™ TO GIVE MEMBERS SUPPORT TO HELP RECOVER FROM ADDICTION

HARTFORD, Conn., January 28, 2010 – Aetna Behavioral Health members will now have access to a new resource aimed at helping people who are recovering from alcohol or drug addiction to stay sober. Aetna (NYSE: AET) today announced that it has signed a contract with OneRecovery™, a social networking platform connecting people and health care professionals. Aetna Behavioral Health is the first managed behavioral health care company to join forces with OneRecovery and use its online and mobile tools with members.

Aetna is currently integrating the OneRecovery program into its Alcohol Disease Management and Intensive Care Management programs with plans to integrate into the Employee Assistance Program. In addition, Aetna and OneRecovery are introducing the OneRecovery platform to several substance abuse treatment facilities within the Aetna network to establish a continuum of care. Aetna members enrolled in these programs can set up an account at OneRecovery.com for free.

“We know that social networking has the power to connect people like never before. Offering this medium to help bring about effective behavior change allows us to give members the tools and resources to significantly enhance their lives by helping them remain sober,” said Louise Murphy, head of Aetna Behavioral Health.

OneRecovery creates a network that empowers members to engage with clinically proven techniques so they can more effectively heal. OneRecovery’s Social SolutioningSM principles combine professional and social accountability from trusted connections to attain lasting and meaningful behavioral change. Specific to chemical abuse programs, the site helps members stay connected with rehabilitation

counselors while gaining support from peers who are currently in recovery. This approach helps to keep people engaged beyond the initial treatment period, leading to an increase in the quality and length of recovery. The tools available at OneRecovery.com also increase ease of administration for treatment centers, helping them more easily support members in maintaining sobriety after they have left treatment.

“After struggling with and almost dying from addiction in my own life, I found that the lack of real-time and consistent support from both professionals and peers created the greatest risk for relapse,” said OneRecovery founder and CEO David Metzler. “OneRecovery helps bridge that gap, which leads to better outcomes and people living happier and more fulfilled lives. It has already helped thousands of people, and our goal is make sure people in pain realize they are not alone, and to help every person as well as family members who suffer unnecessarily from addiction and other life-changing diseases.”

About Aetna

Aetna is one of the nation’s leading diversified health care benefits companies, serving approximately 36.3 million people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional and consumer-directed health insurance products and related services, including medical, pharmacy, dental, behavioral health, group life and disability plans, and medical management capabilities and health care management services for Medicaid plans. Our customers include employer groups, individuals, college students, part-time and hourly workers, health plans, governmental units, government-sponsored plans, labor groups and expatriates. For more information, see www.aetna.com.

About OneRecovery

OneRecovery is an award-winning online and mobile behavioral modification platform that increases outcome-driven wellness and reduces the cost of health care by using social networking technologies combined with clinically-proven solutions. OneRecovery’s patent-pending Social Solutioning Platform™ is designed to scale into other health care verticals because of its ability to increase engagement and wellness across a variety of diseases, while simultaneously increasing outcomes and reducing clinical and administrative costs. OneRecovery, Inc. was founded in 2007 and is a privately held corporation located in Del Mar, California. More information can be found at www.onerecovery.com.

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