

In the pursuit of health[®]

Because Health is a Big Deal.[™]

You can save on a wide variety of healthy products and services through our members-only discount program—Blue365*. Take advantage of exclusive discounts at select local companies and leading national brands for your everyday health and wellness or family care—even healthy vacation destinations! Save on nutrition and weight management programs and so much more!

It's easy to find out all the details about these exclusive savings – the information is available online 24/7 for your convenience.

New products and services are being added to the member discount program all the time—so check back often for new savings opportunities.

To access Blue365:

Log into or register for your Member Account website on FloridaBlue.com.



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Once logged in, click on Discounts & Rewards from the Health & Wellness drop-down menu.



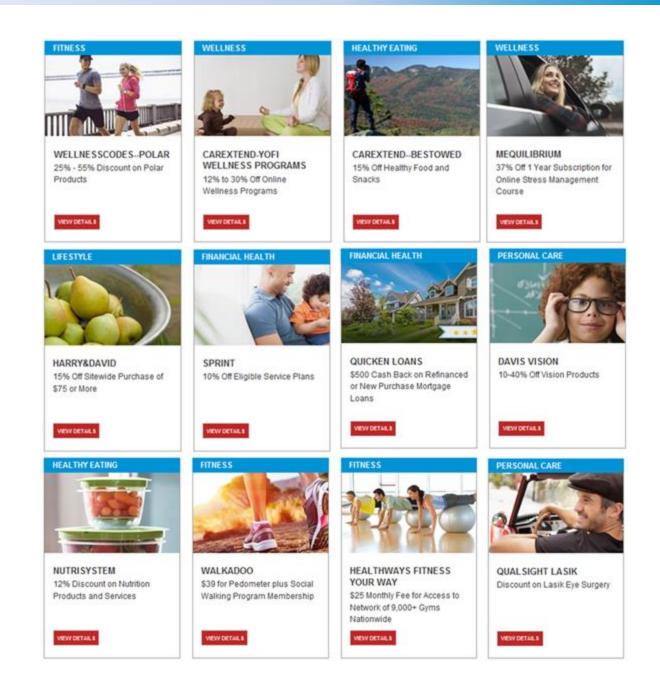
The Discounts & Reward page will open. Click the link under discounts and select "I Agree" to be directed to the Blue365 page. open Blue365.

Sign up for no-fuss emails: Be the first to know about the latest deals to hit Blue365. One email a week, no spam

Two ways to save: Savings are just a few clicks away. Some deals will give you a coupon instantly on the Blue365 site. The coupon code can be applied directly to a purchase on a vendor's website or will provide a discounted option on a product or service.

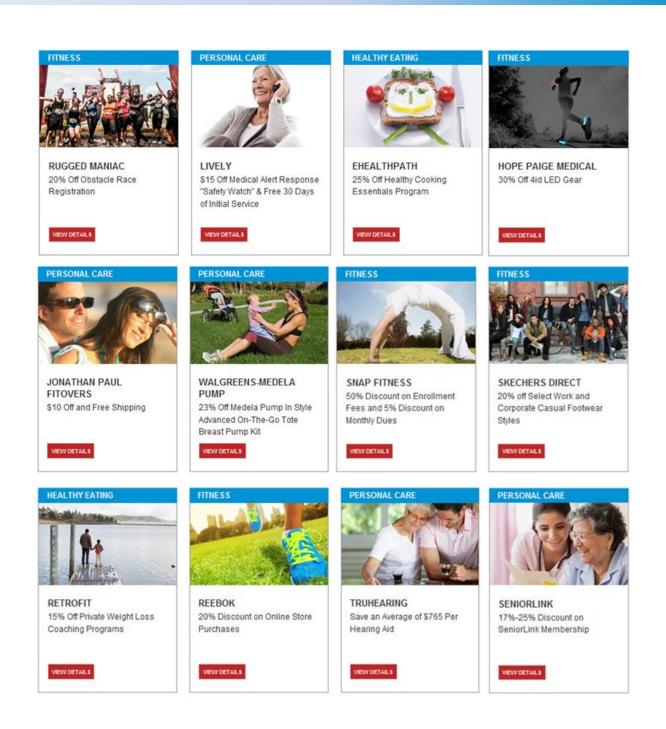
Other deals may take you to a vendor's website directly to make a discounted purchase or enroll in a special discounted program instantly.

Here's an overview of just some of the current offerings...



DISCLAIMER: "Blue365® offers access to savings on items that members may purchase directly from independent vendors. Blue365 does not include items covered under your policies with Florida Blue or any applicable federal health care program. To find out what is covered under your policies, call Florida Blue . Blue Cross and Blue Shield Association (BCBSA) may receive payments from Blue365 vendors. Neither BCBSA nor any local Blue company recommends, endorses, warrants or guarantees any specific Blue365 vendor or item. For more information about Blue365, go to www.floridablue.com, click on the "Member" box and click on "Member Discounts."

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