Blue Cross Blue Shield of Massachusetts Named by The Boston Globe As a Top Places to Work for 2012

Blue Cross Blue Shield of Massachusetts is honored in the "Largest Employer" category

BOSTON — November 9, 2012 — Blue Cross Blue Shield of Massachusetts (BCBSMA) is 'A Top Place to Work' according to *The Boston Globe*. BCBSMA, with 3500 employees, was recognized as one of Massachusetts 2012 top organizations in the "largest employer" category.

"Our associates are committed to making quality health care affordable for our nearly three million members," said Chief Human Resource Officer Jason Robart. "They are our greatest asset and we are honored that they helped spotlight BCBSMA as a top employer on this prestigious list."

The *Boston Globe's* 2012 Top Places to Work survey was conducted by WorkPlace Dynamics of Exton, Pa., specialists in employee engagement and retention. The *Globe* invited 1,586 employers to participate in the survey; 304 organizations employing a total of 210,000 people completed the process. Completed surveys were received from 81,907 individuals, who rated their employers based on workplace practices in compensation, leadership, appreciation, career opportunities and management.

"When we launched in 2008 during the Great Recession, we wondered if employers would lose focus on keeping their employees happy," *The Boston Globe* Business Editor Shirley Leung said. "But businesses have continued to make strides in employee appreciation and opportunities. With more than 300 companies surveyed this year, we saw our highest participation rate to date."

The Boston Globe's Top Places to Work magazine also includes online extras, such as videos, sortable rankings and photo galleries. All can be found at www.bostonglobe.com/topplaces.

About The Boston Globe:
The Boston Globe is wholly owned by the New York Times Company (NYSE: NYT), a leading global, multimedia news and information company with 2011 revenues of $2.3 billion, includes The New York Times, the International Herald Tribune, The Boston Globe, NYTimes.com, BostonGlobe.com, Boston.com and related properties. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news and information.

Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. Celebrating our 75th anniversary in 2012, we are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality.

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