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PEOPLES HEALTH CHAMPION RENÉ BRUNET HONORED AT SAINTS GAME

Metairie, La. - The Peoples Health Champions program honored René Brunet, its seventh champion of 2009, on Sunday, November 8 during the New Orleans Saints game against the Carolina Panthers. A Peoples Health Champion is someone who has done something extraordinary after the age of 65 and who proves that excellence is achieved through experience.

On November 25, 2008, at the age of 87, Brunet introduced the first fully digital movie theater to the metro New Orleans area. With an investment of more than a half million dollars in state-of-the-art technology, Brunet established the historic Prytania Theatre as one of the most advanced movie houses in America.

Until Brunet took over the theater in 1996, the Prytania's future seemed dim. Single-screen, neighborhood theaters were considered relics of the past - quaint remnants of times before television, DVDs and streaming video.

Unable to fill their seats, community movie houses throughout the country succumbed to economic reality. Many were demolished or carved into multi-screen "mini-plexes." But Brunet defied convention, and the Prytania -- the only single-screen theater still operating in all of Louisiana -- continues to attract sell-out crowds.

What gave Brunet the confidence to invest in a neighborhood, single-screen environment that others consider extinct? He will tell you it comes from over 80 years of going to the movies. An avid movie-goer since seeing his first silent film, Brunet recognized the power of film to captivate and transport us to another world.

As the medium evolved over the decades, Brunet tracked audience patterns and trends. What did they want? What brought them out to the movies? He came to understand that success in this business is not just about showing the latest blockbuster; success comes from building a first-rate experience -- from the moment they are greeted in the lobby to the time they head back home.

Brunet's life experience taught him that while technology and tastes may change, a high quality cinematic experience will always be in demand. And if the Prytania Theatre's ongoing popularity is any indication, Brunet is quite a learned man.

René Brunet...Peoples Health Champion.

About Peoples Health Champions

In collaboration with the New Orleans Saints, the Peoples Health Champions Program honors individuals who shatter the misconception that ability diminishes after the age of 65 and, who instead, prove that excellence is achieved through experience. Nominees must be at least 65 years of age and reside in southeast Louisiana or the Mississippi Gulf Coast. More information about the program, including details on how to nominate someone as a Peoples Health Champion, can be found on the Peoples Health Web site at www.peopleshealth.com.

Nominations can be submitted online, or call (877) 712-7320 for a nomination form.

About Peoples Health

Established in 1994, Peoples Health administers Medicare benefits for 42,000 southeast Louisiana residents enrolled in the Choices 65, Choices Plus, Secure Health, HealthCare Select, and Peoples Health Group Medicare health plans. More than 450 employees work at Peoples Health corporate offices in Metairie, Louisiana and a regional office in Baton Rouge. Peoples



Health is accredited by URAC, a Washington, D.C. - based healthcare accrediting organization.

More information about Peoples Health can be obtained by visiting www.peopleshealth.com.

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