

news release

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Jody Bilney Appointed Humana's Chief Consumer Officer

LOUISVILLE, Ky. – March 18, 2013 –Humana Inc. (NYSE: HUM), one of the nation's leading health and well-being companies, announced today that Jody Bilney has been appointed Senior Vice President and Chief Consumer Officer, effective April 15. She will serve on the company's Executive Team and report to President and Chief Executive Officer Bruce Broussard.

“We believe the new Chief Consumer Officer role will be vital to Humana's future growth and success, and Jody is the ideal person to fill it,” Broussard said. “She is a strong, driven leader who brings a varied background of successful brand and business transformation to Humana.”

Bilney is currently Executive Vice President and Chief Brand Officer for Bloomin' Brands, Inc., a Tampa-based upscale-casual restaurant company with Outback Steakhouse as its flagship chain. At Bloomin' Brands, Bilney is responsible for strategy, brand, and business development across the enterprise. Previously, she led brand-transformation initiatives at Charles Schwab and Verizon.

“Jody's broad brand and marketing experience with leading brands as they transitioned through periods of significant industry change will be a great complement to Humana's Centers of Excellence in consumer experience and data analytics,” Broussard added.

“Humana pioneered the concept of putting the consumer at the center of health care, and I'm honored to be chosen to help take that powerful idea to the next level,” Bilney said. “I look forward to working for a company that is not only an industry leader, but is also dedicated to a dream – helping people achieve lifelong well-being.”

Bilney earned a Bachelor of Science degree in Economics, with a minor in Marketing, from Clemson University in Clemson, S.C.

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About Humana

Humana Inc., headquartered in Louisville, Ky., is a leading health-care company that offers a wide range of insurance products and health and wellness services that incorporate an integrated approach to lifelong well-being. By leveraging the strengths of its core businesses, Humana believes it can better explore opportunities for existing and emerging adjacencies in health care that can further enhance wellness opportunities for the millions of people across the nation with whom the company has relationships.

More information regarding Humana is available to investors via the Investor Relations page of the company's web site at www.humana.com, including copies of:

- Annual reports to stockholders
- Securities and Exchange Commission filings
- Most recent investor conference presentations
- Quarterly earnings news releases
- Replays of most recent earnings release conference calls
- Calendar of events (including upcoming earnings conference call dates and times, as well as planned interaction with research analysts and institutional investors)
- Corporate Governance information

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