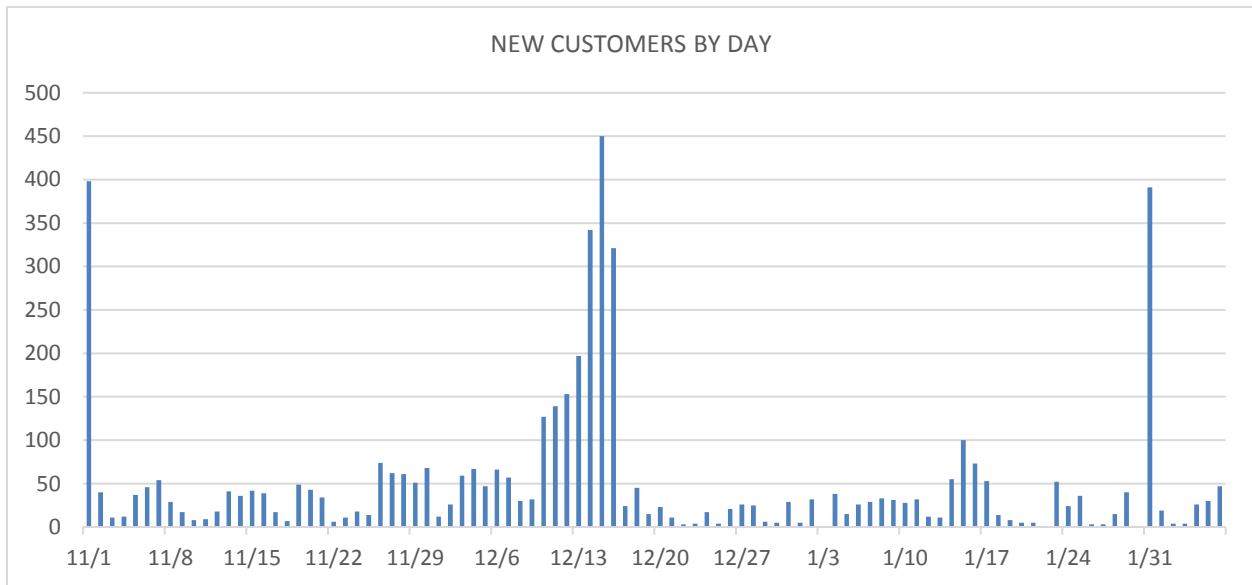


NEW CUSTOMER SIGN-UPS DURING OPEN ENROLLMENT 6

There were 5,075 new customers that made plan selections during Open Enrollment 6. This represented 24% of all plan selections by the end of Open Enrollment.

The chart below shows the count by day. The peak periods were the first day of Open Enrollment, the days leading up to the December 15th deadline for January coverage, and the last official day of Open Enrollment on January 31st.



62% of new customers signed up in time for January coverage. 4% signed up during the February extension.

