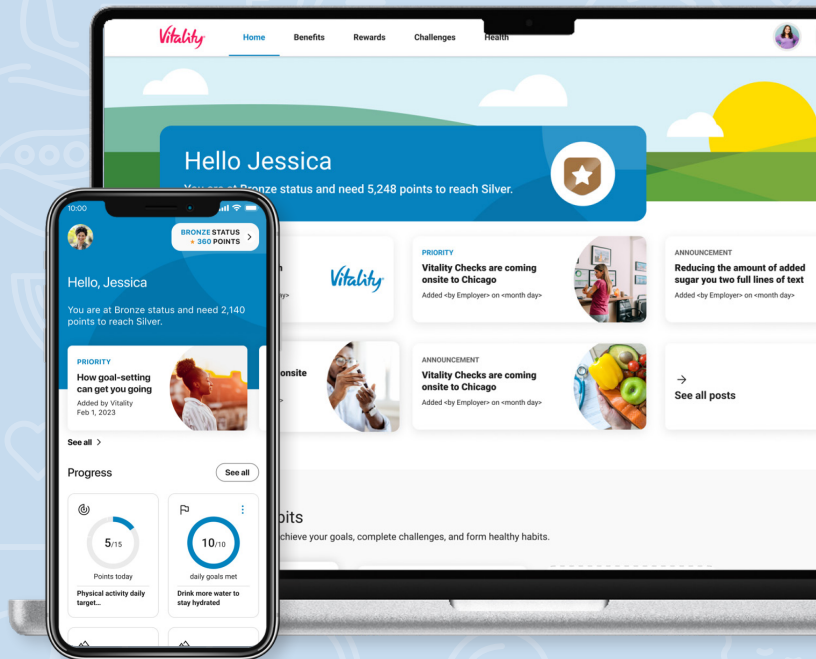


Health and Well-being

REWARDS PROGRAM

Support to help you live,
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As a Blue Cross and Blue Shield of Nebraska subscriber, you are invited to take part in the 2025 health and well-being rewards program, powered by Vitality.

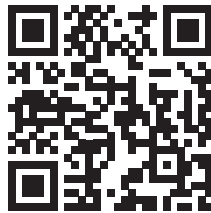
This program provides you with the tools and motivation to help you forge your path to well-being. Earn rewards along the way with **\$175 in gift card rewards**. You make choices every day. With Vitality, it's easier to make the healthy ones.

Get started today by using the code below and downloading the Power of Vitality app, then following the registration steps to create your Vitality account. Don't want to use the mobile app? Go to www.PowerofVitality.com.

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+\$50
GOLD
6,000 pts.

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PLATINUM
10,000+ pts.



Scan to download the Power of Vitality mobile app

Due to IRS regulations, all rewards will count as taxable income. Vitality Group is an independent company providing workplace wellness services for Blue Cross and Blue Shield of Nebraska, an independent licensee of the Blue Cross Blue Shield Association. 42-462-FI-508 (01-16-25)