



News Release

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Score Better Health with Coach by Cigna on Samsung Galaxy S5

- Samsung Galaxy S5 launches new Coach by Cigna digital health guidance for 36 countries and 26 languages
- Smart health – making health and wellbeing a fun, interesting and vital part of everyday life
- Coaching that helps you assess, aspire and achieve a healthier life

BLOOMFIELD, Conn. – May 22, 2014 – Global health service company Cigna (NYSE: CI) and Samsung Electronics Co. Ltd., are delivering the next generation of smart health coaching service: [Coach by Cigna](#) as a part of S Health* on [Samsung Galaxy S5](#). The new digital health guidance system is designed to help the Galaxy S5 users worldwide make better health a habit.

S Health is a Samsung platform initiative that will help users collect and integrate health information from their smartphones and new Samsung Gear devices. S Health offers easy-to-use features in a mobile dashboard to aid making health improvement an engaging part of everyday life. Cigna is providing the content, experience and engines for valuable health insights for Coach by Cigna.

Built on the experiences of Cigna's own health coaches, nutritionists, behavior specialists and nurses, Coach by Cigna offers digital health guidance with a personality, integrated within the S Health App. Coach by Cigna starts with answering a few lifestyle questions to create a user's lifestyle improvement plan involving exercise, nutrition, sleep, stress, and weight. The new digital health guidance system will be available to Samsung Galaxy S5 users in 36 countries and 26 languages.

"By integrating Cigna's health expertise and knowledge with Samsung's leading edge technology, we expect to help our customers improve their health throughout their everyday lives," said Hankil Yoon, Senior Vice President of Global Product Planning Group, IT & Mobile Division at Samsung. "The approach of Coach by Cigna resonates with today's modern exercise practices and behaviors, because it is targeted toward establishing healthy habits that enable successful management of exercise, weight, sleep, stress, and nutrition."

Users can personalize their health goals and tackle related missions that can be measured and scored using S Health App's native fitness tracking data. User progress is supported by Coach by Cigna motivational messaging, quantifiable health assessments, and achievement badges that help individuals record their own personal best in life.

"Samsung has become the leader in the global smartphone market because of its rich technology, communication and entertainment capabilities," said Cigna Vice President of Consumer Information Technology, Eric Consolazio. "By introducing Coach by Cigna to the Galaxy S5, we add a new dimension that can connect Samsung users around the world with our lifestyle and motivational expertise -- anywhere, any time -- and help them to meaningfully improve their personal health, well-being and lives."

The Coach by Cigna service is for educational purposes only and intended to promote consumer health. It does not constitute medical advice and is not intended to be a substitute for proper medical care provided

by a physician. Always consult with your doctor or other health care professional for appropriate medical treatment and health care recommendations.

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**Galaxy S 5, S Health, and related software is not intended for use in the diagnosis of disease or other conditions, or in the cure, mitigation, treatment, or prevention of disease.*

About Cigna

Cigna Corporation (NYSE: CI) is a global health service company dedicated to helping people improve their health, well-being and sense of security. All products and services are provided exclusively through operating subsidiaries of Cigna Corporation, including Connecticut General Life Insurance Company, Cigna Health and Life Insurance Company, Life Insurance Company of North America, Cigna Life Insurance Company of New York and their affiliates. Such products and services include an integrated suite of health services, such as medical, dental, behavioral health, pharmacy and vision care benefits, and other related products including group disability, life, and accident coverage. Cigna has sales capability in 30 countries and jurisdictions, with approximately 80 million customer relationships throughout the world. To learn more about Cigna®, including links to follow us on Facebook or Twitter, visit www.cigna.com.

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of televisions, smartphones, personal computers, printers, cameras, home appliances, LTE systems, medical devices, semiconductors and LED solutions. We employ 270,000 people across 79 countries with annual sales exceeding US\$187.8 billion. To discover more, please visit www.samsung.com.