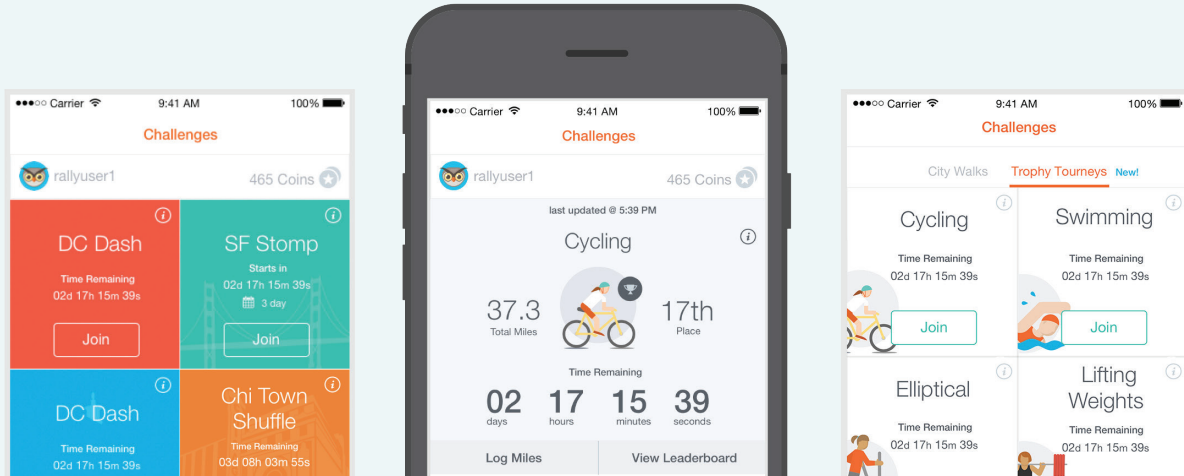


Your challenge awaits



Have you checked out Rally® yet?

Rally is a digital health platform that rewards you for taking simple steps to get healthier. Challenges help you get more active and stay motivated by rewarding you as you work toward walking, running, biking or swimming goals.

And whatever your interests or fitness level, there's sure to be a Challenge for you. Plus, you'll earn Rally Coins along the way simply for making progress, which you can exchange for a chance to win great rewards!

Join a Challenge to compete with Rally users nationwide by registering or logging into Rally today.

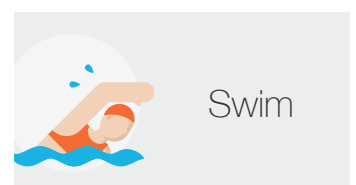
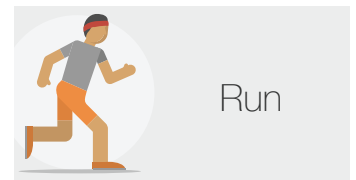
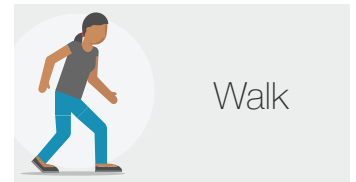
Get started today:

1. Go to www.MyHealthToolkitFL.com
2. Log in to your My Health Toolkit® account
3. Select Wellness, then Rally

Already a Rally User? Search "Rally Health" to download mobile app.



Get moving and get rewarded



Rally is available to you at no additional cost as part of your employee benefits.

Rally is a product of Rally Health, Inc., an independent company that offers a health management program on behalf of your health plan. Blue Cross and Blue Shield of Florida, Inc. is an Independent Licensee of the Blue Cross and Blue Shield Association.