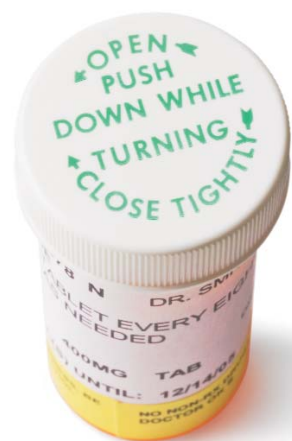
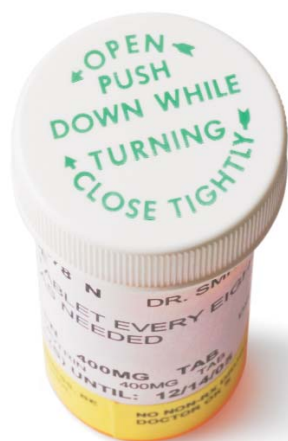


Your wallet. Your choice.



\$83

30-day supply
of a brand name drug



\$30

30-day supply
of generic equivalent

Choosing generic drugs: just one way you can help keep costs down for everyone in your health plan and save money at the pharmacy. Both medicines are FDA-approved, with the same active ingredients, the same strength and the same dosage. Ask your doctor what's best for you.

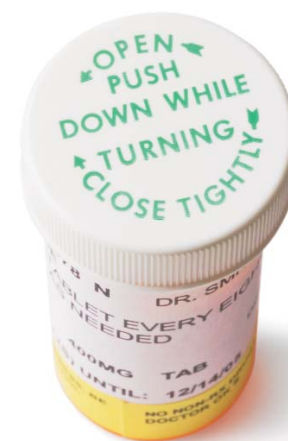


**BlueCross BlueShield
of Nebraska**

A Not-For-Profit Mutual Insurance Company and an Independent Licensee
of the Blue Cross and Blue Shield Association.

Source: National Association of Chain Drug Stores, "Industry Statistics," 2003.

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