



June 5, 2014

Representatives from Blue Cross and Blue Shield of North Carolina Health Alliance Plan and EXL to Discuss Consumer Segmentation Impacts on Health Outcomes at AHIP

Panel to focus on data-driven total population health management techniques to improve member engagement and care quality

NEW YORK, June 5, 2014 - EXL (NASDAQ: EXLS), a leading provider of business process solutions, today announced that a panel of experts from EXL, Blue Cross and Blue Shield of North Carolina (BCBSNC) and Health Alliance Plan (HAP) will discuss methods to better target and engage members to improve the quality of care, health outcomes and coverage access at the American Health Insurance Plans (AHIP) Institute 2014 in Seattle on Friday June 13.

The session will focus on the importance of gaining insights from health member population data. Panelists will discuss credible segmentation strategies utilizing data acquisition and aggregation, data stratification techniques, innovative engagement channels and success stories.

The AHIP conference will focus this year on analytics, exchanges and the consumer experience.

WHO: Dr. John Fong, VP & Sr. Medical Director, Healthcare Management, BCBSNC; Dr. Naim Munir, SVP and Chief Medical Officer, HAP; Dr. Jerry Osband, Chief Medical Officer, EXL; and Jim Dolstad, Chief Actuary, EXL.

WHAT: "What are consumers telling you? Effectively Implementing Market Segmentation Data"

WHEN: 7:30am PST Friday, June 13, 2014

WHERE: Washington State Convention Center, Seattle, WA

About Blue Cross Blue Shield North Carolina (BCBSNC):

Blue Cross and Blue Shield of North Carolina is a leader in delivering innovative health care products, services and information to more than 3.84 million members, including approximately 1 million served on behalf of other Blue Plans. Since 1933, the company has served its customers by offering health insurance at a competitive price and has served the people of North Carolina through support of community organizations, programs and events that promote good health. Blue Cross and Blue Shield of North Carolina was recognized as one of the World's Most Ethical Companies by Ethisphere Institute in 2012, 2013 and 2014. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. Visit BCBSNC online at bcbsnc.com. All other marks are the property of their respective owners.

About Health Alliance Plan (HAP):

Health Alliance Plan (HAP) is a Michigan-based, nonprofit health plan that provides health coverage to more than 670,000 members and companies of all sizes. For more than 50 years, HAP has partnered with leading doctors and hospitals, employers and community organizations to enhance the health and well-being of the lives we touch. HAP offers a product portfolio with six distinct product lines: Group Insured Commercial, Individual, Medicare, Medicaid, Self-Funded and Network Leasing. HAP excels in delivering award-winning preventive services, disease management and wellness programs, and personalized customer service. The National Committee for Quality Assurance awarded HAP's commercial HMO and HAP Senior Plus Excellent Accreditation.

About EXL:

EXL (NASDAQ: EXLS) is a leading business process solutions company that looks deeper to drive business impact through integrated services and industry knowledge. EXL provides operations management, decision analytics and technology platforms to organizations in insurance, healthcare, banking and financial services, utilities, travel, and transportation and logistics, among others. We work as a strategic partner to help our clients streamline business operations, improve corporate finance, manage compliance, create new channels for growth and better adapt to change. Headquartered in New York and in business since 1999, EXL has more than 21,000 professionals in locations throughout the U.S., Europe and Asia. For more information, visit www.exlservice.com.

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