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Centene Makes Senior Leadership Appointments

ST. LOUIS, Nov. 26, 2012 /PRNewswire/ -- Centene Corporation (NYSE: CNC) today announced two key appointments to Executive Vice President.

(Logo: <https://photos.prnewswire.com/prnh/20121115/CG13820LOGO>)

David Minifie is appointed to Executive Vice President, effective immediately. Mr. Minifie joined the company as Chief Marketing Officer in May 2012. Mr. Minifie will oversee branding and product management. He is also Chairman of the Strategy Unit, driving overall strategy development for the company. Prior to joining Centene, Mr. Minifie was Associate Marketing Director for a division of Procter & Gamble, where he led all aspects of a \$500 million product portfolio, including strategic direction.

In addition, Keith Williamson is appointed to Executive Vice President, Secretary and General Counsel. Mr. Williamson joined Centene as General Counsel in November 2006, overseeing the Legal and Compliance Departments. He is also on the board of PPL Corporation, a Fortune 250 energy and utility holding company based in Allentown, Penn. Prior to Centene, Keith spent 18 years with Pitney Bowes Inc., a leading provider of mail-related solutions, ultimately serving his last seven years as President of its Capital Services Division.

"Mr. Minifie and Mr. Williamson bring extensive and diverse leadership experience to our senior management team," said Michael Neidorff, Centene's Chairman and Chief Executive Officer. "With a strong background in consumer products marketing, Mr. Minifie will strengthen Centene's branding efforts both in our local markets and nationally. Mr. Williamson will continue to guide the complex and expanding legal needs across the company."

About Centene Corporation

Centene Corporation, a Fortune 500 company, is a leading *multi-line* healthcare enterprise that provides programs and related services to the rising number of under-insured and uninsured individuals. Many receive benefits provided under Medicaid, including the State Children's Health Insurance Program (CHIP), as well as Aged, Blind, or Disabled (ABD), Foster Care and long-term care, in addition to other state-sponsored programs, and Medicare (Special Needs Plans). Centene's CeltiCare subsidiary offers states unique, "exchange based" and other cost-effective coverage solutions for low-income populations. The Company operates local health plans and offers a range of health insurance solutions. It also contracts with other healthcare and commercial organizations to provide specialty services including behavioral health, life and health management, managed vision, telehealth services, and pharmacy benefits management. More information regarding Centene is available at www.centene.com.

SOURCE Centene Corporation

