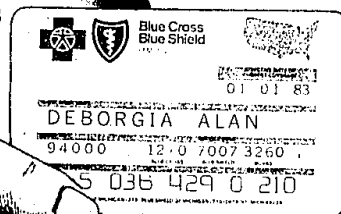


**Mr. Joe Muer**  
Restaurant Owner  
Joe Muer Seafood Restaurant  
Detroit, Michigan



## **"You can't beat the value of Blue Cross and Blue Shield of Michigan."**

"The corporate staff at Joe Muer's doesn't settle for second best — especially when it comes to health care coverage. That's why we're covered by Blue Cross and Blue Shield of Michigan."



"I don't think you can beat the benefit flexibility and the service we receive for the money. Add to that Blue Cross and Blue Shield's cost containment programs that also save us money. The bottom line is clear. It's a value no one else can match."

**Joe Muer and more than 21,000 other Michigan groups agree — there's no better value. Why not compare? Call a Blue Cross and Blue Shield of Michigan representative today.**

**It's good to belong.**



**Blue Cross  
Blue Shield  
of Michigan**