



Dear Casey's Leader:

As we continue to pursue our goal of promoting health risk awareness and moving toward improved health through Casey's **Healthy Directions** wellness program, I ask that you take some time to read this information and learn how you can participate and encourage your employees.

We know that we cannot address the health risks faced by our employees without knowing where we stand today. That's why during this initial step to our wellness program, we will focus on gaining an understanding of the health risks faced by a significant percentage of our full-time employees; the participants of Casey's Group Health Plan.

Casey's will soon invite health plan members, including covered spouses, to take a Personal Health Assessment (PHA). A PHA is a questionnaire that collects information about health habits, biometric information (i.e. cholesterol and blood pressure), and assesses readiness to make healthy changes. We are emphasizing the importance of completing the PHA by offering Casey's gift cards to those who participate by **December 4, 2009**. Due to the fact that the on-line PHA can be offered at a significantly lower cost than the paper version, employees and spouses who complete the PHA on-line will receive a \$25 Casey's gift card, while those who choose to complete the paper version of the PHA will receive a \$10 Casey's gift card.

To help you better communicate with health plan members at your location or in your department, please review the following:

- The PHA will be available to health plan members, including spouses, from November 9 to December 4. Members will receive program details in mid-October at his/her home address.
- The PHA can be completed online (paper available upon request) and takes about 20 minutes to complete.
- Prior to completing the PHA, members are asked to obtain their biometric results from their physicians.
- Employees who work at the Corporate Headquarters in Ankeny will receive additional information about onsite wellness clinics taking place on November 11 and 17.
- Absolutely no personal information will be shared with anyone at Casey's.
- A Frequently Asked Questions document has been provided to help you understand the program. This document will be available soon to all participants at www.wellmark.com/Caseys.aspx.

If you are a participant of Casey's Group Health Plan, I encourage you to model the way to better health by joining me in participating in the program. If you are not a current member, we appreciate your patience and understanding as we take this time to better understand the health habits and risk factors of our employees and use this information to develop other wellness focused programs in the future.

Thank you in advance for supporting this program and for being flexible as your employees schedule their routine physicals and complete the PHA. Please contact KC Claussen, Human Resources Assistant, at 515-965-6555, extension 4779 with any questions.

Sincerely,

A handwritten signature in cursive script that reads 'Robert J. Myers'.

Robert J. Myers
President & Chief Executive Officer