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**WELLCARE OPENS FIRST WELCOME ROOM
IN BUFFALO, NEW YORK**

TAMPA, FL – April 22, 2010 – WellCare Health Plans, Inc. (NYSE: WCG) today announced the opening of its first Welcome Room in Buffalo, New York. The Welcome Room is a neighborhood health care information, education and sales center that serves as a community-based resource by offering one-on-one assistance to individuals eligible for government-sponsored health care programs. The Welcome Room is staffed by WellCare associates who are trained to respond to current and prospective member questions.

“Opening the Buffalo WellCare Welcome Room is one way we are working to better serve Medicare beneficiaries,” said John Burke, region chief operating officer for WellCare. “Our Welcome Room provides our members and those who are interested in our plans a comfortable setting where our associates can help them get answers about their health care benefits.”

The 1,500 square foot center features self-service kiosks, private meeting space and a kitchen area where light refreshments are offered. Various local resources were involved in the design and build-out of the Welcome Room, including Tommaso Briatico Architects.

The Welcome Room is located at 360 Delaware Avenue. It is open from 9:00 a.m. to 5:00 p.m. Monday through Friday, and by appointment by calling 716-846-7901 or toll free at 877-223-1195. TTY users should call 877-247-6272.

A ribbon cutting celebration will mark the grand opening of the Buffalo Welcome Room on Friday, April 23, with special guests attending, including the Mayor of Buffalo. “I’m very happy WellCare Health Plans has chosen to open one of its two planned Welcome Room prototypes in downtown Buffalo,” said Mayor Byron W. Brown. “This unique new facility will help provide a broad range of health care information and services to city residents.”

About WellCare Health Plans, Inc.

WellCare Health Plans, Inc. provides managed care services exclusively for government-sponsored health care programs, focusing on Medicaid and Medicare. Headquartered in Tampa, Florida, WellCare offers a variety of health plans for families, children, and the aged, blind or disabled, as well as prescription drug plans. The Company served approximately 2.3 million members nationwide as of December 31, 2009.

WellCare began offering Medicare Advantage plans in Erie County in January 2008. Buffalo’s Welcome Room is the first of two planned prototypes. The second Welcome Room, in Kissimmee, Florida, is scheduled to open in May. For more information about WellCare, please visit the Company’s Web site at www.wellcare.com.



