

For Immediate Release
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**HEINZ FAMILY PHILANTHROPIES ANNOUNCES "HOPE FOR MISSISSIPPI"
PRESCRIPTION DRUG PLAN FOR SENIOR CITIZENS**

Hattiesburg, MS - Teresa Heinz, Chairman of the Heinz Family Philanthropies, announced a new, prescription drug coverage plan for senior citizens called HOPE (the Heinz plan to Overcome Prescription drug Expenses) for Mississippi.

The HOPE for Mississippi plan was unveiled this morning at Governor Ronnie Musgrove's Health Care Summit, by Jeffrey R. Lewis, the Executive Director of the Heinz Family Philanthropies.

"Today we offer HOPE to senior citizens by giving them better coverage at a better price. In the richest nation on earth, nothing could be more tragic than not coming to the aid of our fellow citizens most in need," said Teresa Heinz, Chairman of the Heinz Family Philanthropies, in a statement read by Mr. Lewis. "Mississippi is at an historic crossroad. The choice we have to make today to help senior citizens is far easier than the choices they are confronted with every day. The plan is ready. The need is great. The time is now," she added.

"We can and we must lower prescription drug costs for our seniors," said Governor Ronnie Musgrove. "By taking action now we can make a difference, and the HOPE plan will play a major role in our efforts."