



July 9, 2009

Dear Broker(s),

As one of BenefitMall's valued Broker partners, we have made a commitment to you, your future and the future of the healthcare industry. It is my pleasure to formally notify you of BenefitMall's current activities related to Healthcare Reform and our legislative actions in Washington, D.C.

With many different constituencies involved in the current debate, it is becoming increasingly clear that Brokers and General Agents' needs are often overshadowed by many other industry groups and leaders who are currently representing only their own interests in the healthcare reform arena. This is not to say that we are without allies and supporters in our industry, but the nature of our current legislative process demands that each group must be responsible for representing their own needs and values.

BenefitMall Joins NAHU in the Fight

The National Association of Health Underwriters (NAHU) has been a strong and determined advocate, but they cannot win this fight alone. To compliment their efforts and to ensure specific attention on the distribution channel, BenefitMall has hired a team of lobbyists entirely focused on working with our congressional leaders to better understand the critical role that we play in our industry.

These efforts started with the development of numerous position papers that properly define the roles of Brokers and General Agencies. We are also researching all the active bills and drafting language that best positions our industry for the future.

BenefitMall stands opposed to a national or publically run healthcare connector, and will actively lobby in support of state licensed insurance exchanges that will allow for your right to compete.

Get Involved

BenefitMall is hosting a Forum on July 28th to give our Broker partners an opportunity to share their thoughts and comments so that we may better represent your voices in this continuing debate. We believe our strength as an organization comes from the unity of our many Broker partners nationwide, and we hope that you will see our commitment to you and join us in this endeavor.

With the combined efforts of our upcoming Forum, our soon to be launched networking website, called **HealthcareExchange.com**, and our lobbyist team's activity, BenefitMall hopes you recognize the substantial commitment we are making to not only our future – but yours as well.

My entire team and I are here to support and listen to your needs. Please do not hesitate to contact us with your thoughts and ideas. We hope to see you in Dallas at the Forum in July. For more details about the Forum, or to RSVP to attend, please visit **benefitmall.com** today.

Sincerely,

Bernard DiFiore
President and Chief Executive Officer