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BenefitMall Announces the Launch of HealthcareExchange.com

A New Online Community Powered by BenefitMall

(Dallas, TX – August 5, 2009) [BenefitMall](#), the nation's largest General Agency, officially launched HealthcareExchange.com on August 3, 2009. [HealthcareExchange.com](#) will serve as an online community powered by BenefitMall, and will allow industry experts to weigh in on topics affecting the healthcare market. "Unlike our current site, BenefitMall.com, which is built as a tool to serve our Broker partners, HealthcareExchange.com was established as a place where Brokers, consumers and healthcare providers can exchange thoughts and ideas surrounding the challenges we face as we navigate our way through the future of healthcare," commented [Bernard DiFiore](#), President and CEO of BenefitMall. At [HealthcareExchange.com](#), industry professionals can find pertinent information on the latest activities in healthcare reform.

The new site was previewed by more than 250 of BenefitMall's Carrier and Broker partners at *The New World of Healthcare Forum* hosted by BenefitMall on July 28, 2009, at the Four Seasons Hotel in Dallas. Attendees were assisted with navigating through the site, subscribing for future postings to the site and commenting on postings. The site and forum are just two of several initiatives that BenefitMall is executing around healthcare reform and serving as an advocate to both Brokers and General Agencies in the heavily debated discussions surrounding the proposed new healthcare bills.

About BenefitMall

BenefitMall is the complete Broker services company providing products, services and tools to make selling employee benefits to small businesses more efficient. Headquartered in Dallas, Texas and in business for 30 years, BenefitMall is the nation's largest general agency offering sales support in 33 U.S. markets serving 11 states. Selling more than \$3 million in new premiums per day through a national network of more than 15,000 independent registered Brokers, BenefitMall offers thousands of plans from more than 125 leading insurance carriers. Additionally, BenefitMall has divisions representing many individual, stop-loss and senior products throughout the U.S. With more than 175,000 in-force groups, BenefitMall supports

BenefitMall Press Release
Page Two

nearly two million employees and their dependents. For more information, please visit our [website](#).

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