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**401kExchange, Inc. expands to serve the group health market under new brand  
*Seeking qualified group health brokers in all states***

Greenacres, FL, September 6th, 2011

After an extensive six-month pilot program, 401kExchange, Inc. officially announced entry into the group health and welfare benefits market under a new division and brand – Employer Healthcare Exchange ([www.employerhealthcareexchange.com](http://www.employerhealthcareexchange.com)).

The new entity will partner with leading independent group health insurance brokers nationwide with demonstrated expertise and experience in managing group health and welfare benefits programs. Under this new program, Employer Healthcare Exchange will set, confirm and manage appointments with employers on an outsource basis on behalf of select and qualified participating brokers.

During the pilot program, the new Employer Healthcare Exchange division contracted with 75 brokers in 30 states. The company call center conducted over 5,000 telephonic surveys with employers, asking them to assess the quality of their current health insurance carrier and broker relationship and services provided on a satisfaction rating scale. The survey also explores the employer's exposure to alternative plan design options, and value added services or capabilities that might help streamline the health benefit management process, better manage costs, and improve outcomes. Following the survey, the employer is offered the opportunity to meet with a participating broker to evaluate their current benefits program and explore options and solutions. Approximately 10% of employers surveyed opted to participate and set an appointment.

"What the pilot program taught us was there is a real hunger for solutions or alternatives in the group health market," said Randy Mysel, President and CEO of 401kExchange and Employer Healthcare Exchange. "Going into this market, we already knew that employers were under ever-increasing pressure to provide affordable health and welfare benefits to their employees. What we didn't know was how much of a difference having a highly experienced broker can make in both cost management and plan quality. The goal of our new appointment program is to find the most experienced brokers in the country and get them in front of employers that can benefit from their experience and find better solutions to their benefit program challenges. Employers are very interested, and we are well on the way to being staffed and capable of setting hundreds of appointments on a monthly basis."

The company's appointment program targets employers in the small, mid- and large market. Participating brokers have the option of sitting with employers, via pre-set and confirmed appointments, in the specific market segment they specialize in serving.

"The real challenge has been to find the most knowledgeable and accomplished healthcare brokers," commented Mike Frederick, Director of Advisor and Broker Relations. "Unlike the 401(k) market, there are millions of employer sponsored health plans in the country and hundreds of thousands of agents licensed to sell health plans. We are looking for brokers that are true practitioners in the health and

welfare benefits arena and can make a tangible difference for employers. To be successful in our program, the brokers need to be able to offer more than just the ability to provide a competitive quote. They need to assess and understand the employer's needs and be capable of delivering customized solutions".

Due to the success of the pilot program, Employer Healthcare Exchange has expanded its program and is now available in all 50 states to qualified brokers specialized in the group health benefits market.

About 401kExchange™: Founded in 1996, 401kExchange is the leading source of business development, market intelligence, and due diligence services for the 401(k) and retirement industry serving the small and mid-sized corporate market.

About Employer Healthcare Exchange™: Employer Healthcare Exchange is an independent market research firm focused solely in the employee health and welfare benefits arena. Our primary goal is to connect employers with the most accomplished professionals serving the employee benefits marketplace to perform effective due diligence on the quality and costs of their core employee health and welfare benefits programs.

Contacts: Business inquiries contact Michael Frederick, Director of Broker/Advisor Relations, 877-777-4015 ext 3418. Media Inquiries contact Danielle Fenning, 877-777-4015 ext 3366.