



## **BENEFIQ and New Benefits Form Strategic Partnership to Enhance Product Selection for Large Employers and Membership Organizations**

### **FOR IMMEDIATE RELEASE**

Scottsdale, AZ – May 6, 2008 – BENEFIQ has announced today that it has entered into a strategic partnership with New Benefits to augment the catalog of lifestyle benefits and supplemental insurance products it offers to large membership organizations and employers.

BENEFIQ is a leader in Web-enabled delivery of personalized benefits packages for progressive employers and associations nationwide. Its unique blend of technology savvy, marketing expertise, pricing power and relentless focus on customer service allows clients to reap immediate benefits from deploying BENEFIQ plans.

"We are extremely excited to partner with the organization such as BENEFIQ," said Joel Ray, CEO of New Benefits. "Their insatiable drive to excel at everything they do coupled with their clear understanding of the marketplace should deliver excellent results for all constituents."

"We firmly believe that our partnership with New Benefits accentuates our respective strengths", commented Jim Prendergast, CEO of BENEFIQ. "Their fulfillment and sourcing capability combined with our implementation expertise allows us both to focus on what we do best."

### **About New Benefits**

New Benefits, a privately held company located in Dallas, Texas, has been wholesaling and servicing customized discount health benefit programs since 1990. Non-insured benefits have been proven to attract and retain employees or members, add value to virtually any existing product offering, or create a profit center. With over 4,000 groups and 10 million members, New Benefits has perfected the optimum turnkey solution. Programs are available to any marketing organization wishing to provide "best in class" fulfillment, benefits and service. The organization's entire focus is ensuring real value through a positive member experience every time the benefits are utilized.

### **About BENEFIQ**

BENEFIQ is a leading provider of lifestyle benefits, supplemental insurance and affinity lending products to consumers, employers, agents and membership organizations. BENEFIQ programs are delivered using a blend of proprietary technology, world-class support infrastructure and market-leading supplier network for a fully personalized, turnkey offering. BENEFIQ is a privately held company headquartered in Scottsdale, AZ and is led by an experienced management team with more than 30 years of industry experience. For more information, please visit <http://www.benefiq.com>