



BENEFIQ launches RingMD Service Providing Consumers 24x7 Access to Telemedicine Consults and Other Online Medical Services

FOR IMMEDIATE RELEASE

Scottsdale, AZ – August 1, 2008 – BENEFIQ has announced today that it has launched RingMD, its flagship consumer service designed to enhance the lives of members nationwide through subscription-based access to quality medical care via phone, Internet or video conferencing.

New services provides members with priority access to state-licensed doctors that can diagnose, treat and prescribe medications for most common, non-emergency medical issues.

“RingMD is our first consumer offering combining three essential online medical services into one invaluable package”, commented Jim Prendergast, CEO of BENEFIQ. “With no co-pays, no consultation fees, no trips to the doctors office, no loss of work and a simple monthly subscription model, RingMD is destined to change the face of non-emergency medical care.”

RingMD is available immediately to consumers nationwide (except Oklahoma) and enrollment information can be obtained by visiting the Web site located at www.ringmd.com.

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.

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>