



BENEFIQ appoints Scott Sanford to the Position of Chief Operating Officer

FOR IMMEDIATE RELEASE

Scottsdale, AZ – August 5, 2008 – BENEFIQ has announced today Mr. Scott Sanford has been appointed to the position of Chief Operating Officer effective immediately.

Scott graduated with a degree in marketing and sociology from the University of Nebraska in 1997, and moved to Scottsdale in 1998. An entrepreneur at heart, Scott was the President of Sanford Properties Inc, a real estate development and refurbishing company he formed in 2004, which handled projects in Scottsdale, The Big Island of Hawaii and throughout the Midwest. He also has a passion for cutting edge technologies and is an investor with a leading developer of fuel cell technology. In addition, Scott has been the Executive Director for Sanford Global Health Solutions since 1997 which is a distributorship for Mannatech Inc., a research and development company with breakthrough technology in the wellness industry.

“Convincing Scott to join our executive team is a coronation of my efforts to bring an industry leader and a visionary on board” stated Jim Prendergast, CEO of BENEFIQ. “Scott embodies the values we live by: entrepreneurship, integrity, dedication and knowledge and will help us propel BENEFIQ in years to come.”

“I am extremely pleased to join BENEFIQ in an executive capacity”, said Scott Sanford. “I am enamored with the company’s business plan and people executing it and believe that my 15 years of company-building experience will be a valuable asset to all of the stakeholders”.

BENEFIQ is a leader in Web-enabled delivery of personalized benefits packages for progressive employers and associations nationwide. It’s 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>