

Health Advocate™, Inc. Announces Major West Coast Expansion

Company broadens sales team in several key geographic markets covering seven states in the western U.S.

Plymouth Meeting, PA: February 10, 2011—Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, today announced that it has expanded its sales team with the hiring of five new sales professionals in new strategic locations (Orange County, CA; Los Angeles County, CA; San Francisco County, CA; Multnomah County, OR; Denver County, CO) to market the company's services in several key west coast areas. The company has hired veteran sales professional Kevin Astrup to serve as Regional Vice President, Sales. Mr. Astrup will be responsible for managing the company's west coast region.

"The west coast market is quickly adopting our health advocacy services and continues to present an enormous opportunity for our company," said David Rocchino, Executive Vice President of Sales and Cofounder of Health Advocate. "California is the fourth largest market for our current client base and Kevin's years of experience, along with the talents of the entire team, will help us grow well beyond our existing presence in these key areas."

Mr. Astrup, along with the western sales team, will be responsible for expanding the coverage of the company's spectrum of award-winning, cost-saving, health benefit solutions to employers and other organizations.

The West Coast Sales Team

Kevin Astrup, *Regional Vice President, Sales*
Orange County, CA

Focus: The entire west coast market

Ken Holt, *Assistant Vice President, Sales*
Los Angeles County, CA

Focus: Southern CA including Los Angeles, Orange County and San Diego

Kathy Adler, *Assistant Vice President, Sales*
San Francisco County, CA

Focus: Northern California including the San Francisco Bay area and Silicon Valley

Kirk Landau, *Assistant Vice President, Sales*
Denver County, CO

Focus: Areas of eastern California; Denver, CO; Phoenix, AZ; Las Vegas, NV; Utah

Mary Margaret Craford, *Assistant Vice President, Sales*
Multnomah County, OR

Focus: Portland, OR and Seattle, WA

"The current healthcare and insurance environment is extremely confusing and costly for everyone," says Astrup. "Health Advocate provides an innovative suite of healthcare products that assist in the delivery of care, making the system easier to navigate, improving health outcomes and saving money for employers and employees alike. I am excited to be leading this amazing Health Advocate sales team and we look forward to bringing these products to a wider number of Americans."

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About the West Coast Sales Team

Kevin Astrup, *Regional Vice President, Sales*
Orange County, CA

Mr. Astrup brings with him 20 years of insurance sales and team management experience, which includes the sale, retention and support of a variety of employer health benefit products.

Before joining the Health Advocate team, Mr. Astrup directed and managed the California Local Group sales of specialty products for Anthem Blue Cross in Costa Mesa, CA. There he sold Life & Disability, Dental, Vision and EAP products to large employer groups. Anthem Blue Cross awarded Mr. Astrup the *2007 Life Sales of the Year* and *2006 Rookie of the Year* awards. Mr. Astrup is a Registered Health Underwriter (RHU) as well as the current President of the Orange County Employee Benefits Council (OCEBC). He received a degree in Physical Science from the United States Naval Academy and served as a Commanding Officer and Operations Officer in the Marines. In 1992, Mr. Astrup was named "National Reserve Marine Junior Officer of the Year" by the United States Marine Corps.

Ken Holt, *Assistant Vice President, Sales*
Los Angeles County, CA

Mr. Holt will focus on selling Health Advocate's services to mid- and large-size employer groups, Fortune 1000 companies, healthcare consultants, brokers, general agents and third party administrators in Southern California including Los Angeles, Orange County and San Diego. His goal is to grow the company's client base in the western territory while increasing awareness about Health Advocate with prospects and distribution channels.

Mr. Holt brings with him years of health insurance industry sales and operations experience. In his 19 plus years in the industry, Mr. Holt was a top producer for a variety of health insurance carriers including Western Dental Services and UnitedHealth Group where he sold new business to Fortune 500 Companies and 1000+ Employee-sized Employer Groups, cross-marketed multiple products, and helped develop new territories for their regional companies. He also participated in the development of a start-up Preferred Provider Organization.

Kathy Adler, *Assistant Vice President, Sales*
San Francisco County, CA

While working at Health Advocate, Ms. Adler will focus her sales efforts on the San Francisco Bay area. She will be selling Health Advocate's solutions to employer groups, consultants, brokers and third party administrators. Ms. Adler brings with her 30 years of experience in sales and account management in the healthcare industry where she sold and managed medical, behavioral health, health and wellness, and EAP products. Ms. Adler previously worked for ValueOptions® Managed Care Company and MHN, a Health Net Company, where she sold and managed EAP, Mental Health/Substance Abuse, Health and Wellness, and Integrated products to large employers, Third Party Administrators, health plans, brokers, and consultants. Ms. Adler is a member of the Golden Gate Association of Health Underwriters and has a Life Agent license. She resides in the San Francisco Bay area.

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About the West Coast Sales Team - cont'd

Kirk Landau, *Assistant Vice President, Sales*
Denver County, CO

Mr. Landau will be responsible for new business growth and the development of consultant and broker relationships in the West and Midwest, specifically California, Colorado, Arizona, Nevada and Utah. Mr. Landau has over 10 years experience in the health and benefits industry, including positions with Mercer, MetLife and Anthem Health Insurance. He graduated from Temple University with a bachelor's degree in Risk Management and Insurance and grew up in the Philadelphia area. He now resides in Colorado with his wife.

Mary Margaret Craford, *Assistant Vice President, Sales*
Multnomah County, OR

Ms. Craford will focus her sales efforts on Portland, OR and Seattle, WA. In her new role, she will work directly with employers and broker/distributors to maximize the value of their benefit programs by engaging them in a partnership with Health Advocate to deliver the company's solutions. Ms. Craford brings with her over 25 years of benefits expertise. She previously worked for American Fidelity Assurance and FamilyCare Health Plan, Inc. where she sold insurance products to employer groups. She began her career as an independent insurance broker. Ms. Craford lives in Portland, Oregon.

About Health Advocate

Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, offers a spectrum of time- and money-saving solutions to businesses. We serve more than 20 million Americans and 7,000 clients—including the nation's largest companies—offering expert, personalized help to navigate the complex healthcare system and resolve healthcare and insurance-related issues. Our complementary solutions, offered for an additional charge, include Wellness Advocate™, Benefits Gateway+Health Information Dashboard™, EAP and Work/Life™, Pricing Decision Support and HR solutions. The company also offers a direct-to-consumer advocacy service, called Health Proponent®, to individuals who are not part of groups.

Founded in 2001 and headquartered in suburban Philadelphia, Health Advocate has been recognized, for the fourth consecutive year, as one of America's fastest growing private companies by *Inc. 500*, named one of the Fastest Growing Companies in North America on Deloitte's 2010 Technology Fast 500™ and is rated one of the Top 20 Best Places to Work by *Philadelphia* magazine.

Health Advocate is not affiliated with any insurance or third party provider. Health Advocate does not replace health insurance coverage, provide medical care or recommend treatment.

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