

Health Advocate™, Inc. Wins 2011 Enterprise Life Sciences Company of the Year Award

Plymouth Meeting, PA: May 10, 2011—Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, announced today that it was named the 2011 Enterprise Awards' Life Sciences Company of the Year. PACT (the Greater Philadelphia Alliance for Capital and Technologies) presented the award at the 18th Annual Enterprise Awards Black-Tie Gala on May 4th. Health Advocate cofounder Martin Rosen was on hand to accept the award.

"This accomplishment is based on our company's outstanding record for consistent and strong growth. It has been made possible by the confidence that our clients have in our company," says Martin Rosen, Executive Vice President and cofounder of Health Advocate. "Our employees' singular focus on helping members with passion and compassion 'when it matters most' is the reason for our company's ongoing success and why our brand is so widely respected and revered."

Adds Michael Cardillo, President, CEO and cofounder of Health Advocate, "This award recognizes the very special work we do as a company, helping employers and their employees resolve challenging clinical and administrative problems while also saving them time and money."

As the Life Sciences Company of the Year, Health Advocate had to demonstrate its products' potential impact on the market, its ability to raise capital and generate revenue, and display a clear strategy and pathway to development.

The Enterprise Awards are the region's most prestigious business honors for technology and life sciences companies, leaders and entrepreneurs. Attracting more than 1,200 prominent business leaders, the Enterprise Awards Black-Tie Gala, held this year at the Hilton Philadelphia City Avenue, celebrates achievement, innovation, and success in the Greater Philadelphia region.

About Health Advocate

Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, serves 21+ million Americans through more than 7,500 client relationships, including many of the nation's largest companies, helping members personally navigate healthcare and insurance-related issues, saving time and money. Our Core Health Advocacy service is centered around our Personal Health Advocates, who assist members with a range of clinical, administrative and insurance-related issues. Our spectrum of add-on complementary employee- and employer-based solutions include our Wellness Advocate™, Benefits Gateway and Health Information Dashboard™, EAP+Work/Life™, Chronic Care Management™ and decision support programs. The solutions are designed to lower healthcare costs, increase productivity and improve outcomes.

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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™, named 2011 Enterprise Life Sciences Company of the Year by PACT, 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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About The Greater Philadelphia Alliance for Capital and Technologies (PACT)

The Greater Philadelphia Alliance for Capital and Technologies offers a comprehensive approach to supporting a company's life cycle—from early stage through growth—by facilitating interaction, information and education. The organization provides a single, strategic hub where key resources, including investors, strategic partners, professional advisors and peers, are available and accessible to all members. PACT supports its membership through a wide variety of programs, services, events and tools. For more on the Greater Philadelphia Alliance for Capital and Technologies, including membership information, entrepreneurial resources, and information on our programs and events, visit www.philadelphiapact.com.

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