



For Immediate Release

**CBS Teams Up with Health Advocate
to Help Employees Traverse the Healthcare System**

Plymouth Meeting, PA: April 25, 2005. Health Advocate, Inc., the nation's leading healthcare advocacy and assistance company, is pleased to announce that CBS Television has contracted with Health Advocate to provide CBS employees with our innovative, value-added service.

Health Advocate helps members navigate the healthcare system providing assistance with a wide range of medical and administrative issues. Designed to save clients both time and money, the program helps individuals get the most value from their healthcare benefits. An especially innovative feature of the program is coverage for employees' parents and parents-in-law in addition to their spouses and dependent children.

"As the number one most-watched network with more than 200 affiliated stations providing viewers with entertainment, news and sports programming, CBS is known for its innovation in the entertainment industry", said Mike Cardillo, President and CEO of Health Advocate. "We are delighted to have the opportunity to work with CBS and provide our services to their employees."

Eligible CBS employees and their families will enjoy unlimited access to Health Advocate's trained staff of Personal Health Advocates – typically registered nurses, supported by a team of administrative experts and medical directors. Health Advocate does not replace health insurance; rather it offers a broad array of cost-effective services providing assistance in helping to arrange appointments with specialist physicians and best-in-class medical institutions; coordinating complex clinical issues; accessing community resources; finding senior care services that fall outside traditional health insurance coverage; and solving administrative issues.

About Health Advocate, Inc.

Health Advocate was founded to help Americans deal with many of the problems they routinely encounter when accessing the healthcare system. The company currently serves more than 3 million Americans. Through its relationships with more than 700 employers, unions, third-party administrators, insurers, and other organizations both large and small, nation-wide, Health Advocate offers its clients a broad spectrum of time and money saving advocacy and assistance solutions to help organizations and their respective employees and members more easily navigate the complexities of the healthcare and insurance systems. Health Advocate has received widespread recognition for its work. The company, independently held, is headquartered in suburban Philadelphia. More information can be found at www.healthadvocate.com.

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