



News Release



For Immediate Release

BankAtlantic Offers Independent Advocacy Service to Assist Employees with Healthcare and Insurance Issues

Plymouth Meeting, PA: March 10, 2006. Health Advocate, the nation's leading advocacy and assistance company, is pleased to announce that it has been selected to provide innovative services to more than 1,900 of BankAtlantic's full time associates. One of the largest financial institutions headquartered in Florida, BankAtlantic offers comprehensive banking services and products via its 78 stores and more than 200 ATMs. BankAtlantic will give its associates this independent service as a way to provide added support for associates and their families when they access healthcare and related insurance services.

Health Advocate helps members navigate the healthcare system providing assistance with a wide range of clinical 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 associates' parents and parents-in-law, in addition to their spouses and dependent children.

"Our associates work hard, and our success is a direct result of their good work. Providing Health Advocate's invaluable service to our associates and their families is another way to show our appreciation and support for their efforts," said Susan D. McGregor, BankAtlantic's Executive Vice President of Human Resources. "We are particularly pleased to offer a service that provides our associates access to their own Personal Health Advocate when they need assistance."

"Our service is designed to help employers and their employees get the most from their healthcare experience," said Michael J. Cardillo, President and Chief Executive Officer of Health Advocate, Inc. "We work hard to help keep employees productive while they are at work. Our team of experts relieves employees of the burdens of navigating the healthcare system on their own," continued Cardillo.

BankAtlantic's eligible associates and their families will benefit from unlimited personal 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 cost-effective services including helping to arrange appointments with specialist physicians and best-in-class medical institutions; assistance coordinating complex clinical issues and 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 employers and other organizations and their respective employees better navigate the clinical and administrative complexities of the nation's healthcare and insurance systems. The company currently serves more than 6 million Americans nation-wide through its relationships with more than 1,500 employers, unions, third-party administrators and insurers, including some of the nation's largest companies as well as a wide range of local and regional organizations. Health Advocate offers its clients a broad spectrum of time and money saving advocacy and assistance solutions. The company has received widespread recognition for its work from a number of news organizations including the *CBS Evening News*, NBC 10 TV, *the Wall Street Journal*, *New York Times*, *The Washington Post*, *Philadelphia Inquirer*, *Crain's New York Business*, NPR's *Sound Money* and a range of other publications. Health Advocate, a privately-held company, is headquartered in suburban Philadelphia and has regional sales offices in New York City, Connecticut, Delaware/Maryland, Washington, DC/Virginia, Atlanta, Boston and California. More information can be found at www.healthadvocate.com.

About BankAtlantic

BankAtlantic, "Florida's Most Convenient Bank", with \$6 billion in assets and 78 stores is one of the largest financial institutions headquartered in Florida and provides a comprehensive offering of banking services and products via its broad network of community stores throughout Florida and its online banking division - BankAtlantic.com. BankAtlantic has 78 stores and operates more than 200 conveniently located ATMs. BankAtlantic is open 7 days a week and offers holiday hours, extended weekday hours, including several stores open until midnight, Totally Free Online Banking & Bill Pay, 24/7 Customer Service Center, Totally Free Change Exchange coin counters and free retail and business checking with a free gift. For further information visit BankAtlantic.com

Contact

Carol Fischer
Health Advocate, Inc.
610-397-6972 direct
215-206-9480 cell
cfischer@healthadvocate.com