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LEADING HEALTH RESOURCES JOIN FORCES *Partnership Helps Educate Women about Health and Wellness Issues and Provides Support to those Navigating the Healthcare System*

Red Bank, NJ: September 10, 2008. The not-for-profit National Women's Health Resource Center (NWHRC) and Health Advocate™ (HA) today announced an alliance to help women better take care of their health and the health of their families. NWHRC provides women in-depth information on a wide variety of disease, prevention and wellness issues while Health Advocate helps them navigate the world of healthcare service and insurance should they need it. Together, these organizations provide a comprehensive offering of prevention and management assistance to consumers.

"NWHRC has been educating women of all ages about critical health and wellness issues for 20 years," said Elizabeth Battaglini Cahill, RN, executive director of NWHRC. "We're thrilled that there's now a service where women can turn for support and guidance when they or a family member face a tough health problem."

Health Advocate has been providing hands-on support to members trying to understand or negotiate insurance bills, find physicians or short- or long-term care facilities, assess treatment options and address myriad other issues for more than six years. Health Advocate has been available only through employer-sponsored plans but now consumers can join its new Health Proponent™ service directly.

"We're excited to be able to offer all consumers the same opportunity for healthcare support and assistance that many employees have enjoyed for years," said Martin Rosen, Executive Vice President and cofounder, Health Advocate, Inc. "And we're especially pleased to be able to work closely with a credible, established organization such as NWHRC to make sure that our members from our group clients and individual consumers have access to quality health information."

About National Women's Health Resource Center

The not-for-profit National Women's Health Resource Center is the leading independent health information source for women. NWHRC develops and distributes up-to-date and objective women's health information based on the latest advances in medical research and practice, all of which is reviewed by leading medical specialists in the field. NWHRC believes all women should have access to the most trusted and reliable health information. Information empowers women to make the best decisions to maintain and improve their health and the health of their families. For more information, visit www.healthywomen.org.

About Health Advocate

Health Advocate, Inc., the nation's leading health advocacy and assistance company, provides a spectrum of time and money-saving solutions to millions of Americans and more than 4,000 employers and other plan sponsors. Its core advocacy program is centered around a team of Personal Health Advocates (PHAs), typically registered nurses supported by medical directors and administrative experts. PHAs help members navigate the healthcare system and resolve clinical, insurance and administrative issues. Founded in 2001, the company is headquartered in suburban Philadelphia with sales offices in major cities. More information can be found at www.healthadvocate.com.

Health Proponent, a division of Health Advocate, Inc., is a service designed to help consumers navigate the healthcare and insurance systems. As the consumer version of the service, Health Proponent helps members untangle medical bills, find specialists, locate eldercare and more, saving members time, money and headaches. For more information, visit www.healthproponent.com.

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