

FOR IMMEDIATE RELEASE

## Health Advocate, Inc. Expands Headquarters Company Hires 20 New Staff to Meet Needs of Growing Business

**Plymouth Meeting, PA September 15, 2009** — Health Advocate, the nation's leading independent healthcare advocacy and assistance company, announced today the expansion of its headquarters and the hiring of 20 new people to meet the needs of its growing business. With the addition of a new 8,000 sq. ft. addition, the company will now occupy nearly 50,000 sq. ft. of office space. The company also recently hired 20 new people including nurses, benefits and claims, IT and support professionals.

A Ribbon Cutting Ceremony commemorating the expansion will take place on September 16th, 2009 at 12 noon at the company's headquarters located at 3043 Walton Road, Suite 150, Plymouth Meeting, PA 19462.

"Our expanded offices and the hiring of new staff give us the resources we need to better serve our customers and our growing business," said Michael J. Cardillo, President and CEO, and cofounder, Health Advocate, Inc. "We continue to make significant investments in our business to ensure that we provide excellent service to our members and their families who depend upon our service."

"We are pleased that our core advocacy service as well as our suite of complementary solutions has been so well received in the marketplace," said Martin Rosen, Executive Vice President, Chief Marketing Officer and cofounder.

"This is another exciting milestone for our company since it symbolizes marketplace adoption of our service," said David Rocchino, Executive Vice President, Chief Sales Officer and cofounder. "It is amazing how far we've come from the 300 square foot cottage where we started our business back in 2001."

The office expansion is yet another benchmark in Health Advocate's history. Founded in late 2001 in a tiny cottage in Horsham, PA, Health Advocate quickly built a reputation as the nation's leader in health advocacy.

Today the company serves more than 5,300 clients across the country representing 15+ million Americans who are eligible to use the service. The company was recently recognized by Inc. 500 Magazine as one of the fastest growing privately held companies in the nation as well as by the Philly 100<sup>®</sup> as one of the greater Philadelphia area's fastest growing companies. Additionally, the company was recognized by the Philadelphia Business Journal as one of the area's 2009 Best Places to Work.

### 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 15 million Americans and 5,300 clients—including the nation's largest companies—offering expert, personalized help to navigate the complex healthcare system and resolve clinical and insurance issues. Our complementary solutions, offered for an additional charge, include Wellness Advocate, Pricing Decision Support and HR solutions. The company also offers a direct-to-consumer advocacy service, called Health Proponent<sup>®</sup>, which is available to individuals who are not part of groups.

Founded in 2001 and headquartered in suburban Philadelphia, Health Advocate, has been recognized as one of America's fastest growing private companies by Inc.500 and is rated one of Philadelphia Magazine's Top 20 Places to Work.

***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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[www.HealthProponent.com](http://www.HealthProponent.com)

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