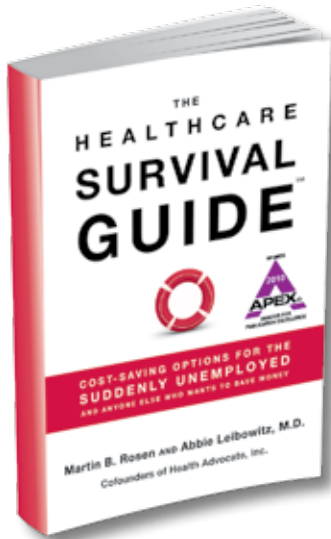


The Healthcare Survival Guide™ Wins APEX Award for Publication Excellence

Health Advocate Publishing, Inc. Takes Home a
Grand Award in the “One-of-a-Kind Publication” Category



“An outstanding booklet.”

The APEX Awards

Plymouth Meeting, PA August, 2010—The APEX Awards for Publication Excellence has named *The Healthcare Survival Guide* winner of a 2010 APEX Grand Award in the category of “One-of-a-Kind” Publications. “This very practical guide is clearly written, with a crisp, easy-reading layout,” said an APEX Award judge. “It pulls together all the information you could want about healthcare cost options if you become unemployed.”

“We were so thrilled to learn we won this award,” said Martin B. Rosen, coauthor of *The Healthcare Survival Guide* and Chief Marketing Officer, Executive Vice President and cofounder of Health Advocate, Inc. “This exposure will help us spread the word to those struggling to find affordable healthcare for themselves and their families.”

Released in September of 2009, *The Healthcare Survival Guide* contains money-saving advice for unemployed workers who have lost their employer-paid healthcare, but it also includes tips for anyone who wants to save on their medical costs. The book encourages all Americans to take an active role in their healthcare by becoming empowered health consumers. The book, which is available as a free download at www.healthcaresurvivalguide.com, shows consumers how to comparison shop for coverage and procedures, obtain medical care and medications free or for a discount, negotiate fees with their doctors, learn about COBRA and other government sponsored programs, and much more.

“Now that the COBRA subsidy is no longer available to those who lost their jobs after May 31st, this resource is even more important,” said Abbie Leibowitz, M.D., coauthor of *The Healthcare Survival Guide* and Chief Medical Officer, Executive Vice President and cofounder of Health Advocate, Inc. “We only wanted to help people with this book and we are so thankful to the APEX judges for recognizing the book as a valuable tool to those in need.”

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The APEX Awards are judged by a panel of senior writers, editors and publishers. With more than 3,700 entries, competition was exceptionally intense. 100 Grand Awards were presented to honor outstanding work in 11 major categories.

About The Healthcare Survival Guide™

The Healthcare Survival Guide is available for no cost as a digital download on the book's website www.healthcaresurvivalguide.com. Hard copies are sold by various retailers including Barnes & Noble, Amazon, and Borders for \$6.95 with partial proceeds going to charity. Retailers, libraries and other organizations can order the book in quantity through Baker & Taylor book distributors at www.baker-taylor.com.

About the APEX Awards

The APEX Awards for Publication Excellence is an annual competition for writers, editors, publications staff and business and nonprofit communicators. It is sponsored by Communications Concepts, Inc., publishers of business communication reports, including 'Writing That Works,' a monthly subscription for professional communicators.

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 18 million Americans and 6,000 clients—including the nation's largest companies—offering expert, personalized help to navigate the complex healthcare system and resolve clinical and insurance-related issues. Our complementary solutions, offered for an additional charge, include Wellness Advocate, Benefits Gateway, EAP and Work/Life Program, Health Information Dashboard, Pricing Decision Support and HR solutions. Our company also offers a direct-to-consumer advocacy service, called Health Proponent®, to individuals who are not part of groups.

Founded in 2001 and headquartered in suburban Philadelphia, Health Advocate has been recognized, four years in a row, 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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