



FOR IMMEDIATE RELEASE

Health Advocate Makes Donation to the American Heart Association

Employees Hold Innovative Valentine's Day Fundraiser Revealing their Hearts

Plymouth Meeting, PA: February 25, 2010 – In recognition of February as Heart Health Month, Health Advocate, Inc. and its employees are making a donation of nearly \$1,500 to the American Heart Association. The event caps off a month-long set of activities promoting healthy heart awareness.

In anticipation of Valentine's Day, Health Advocate employees raised \$732 in a Lollipop gram fundraiser and the company provided a matching grant. The Lollipop fundraiser invited employees to purchase the sweet treats for their coworkers which were then delivered to their desks on Valentine's Day.

"We are thrilled by the generosity of Health Advocate and its employees," says Emma Capriotti, Director of Corporate Accounts for the American Heart Association. "Our mission is to build healthier lives, free of cardiovascular diseases and stroke, through awareness programs and research. Donations like Health Advocate's allow us to continue to combat the leading cause of death in this country."

"Heart disease is the leading cause of death in America, and awareness is the first step towards fighting that," says Martin Rosen, Executive Vice President and cofounder of Health Advocate. "It is important that we support organizations like the AHA as well as spread the word among our employees, clients and members about the importance of a heart-healthy lifestyle."

Health Advocate, the nation's leading health advocacy and assistance company, also recently prepared a special checklist of Healthy Heart Tips in partnership with HealthyWomen.org. The checklist was sent to its more than 5,300 client organizations, which represent its 16 million eligible members. A copy of Healthy Heart Tips is available for free at the company's website: www.HealthAdvocate.com/healthy_heart.aspx.

Ms. Capriotti will visit the company's Plymouth Meeting headquarters on March 3 to accept Health Advocate's donation from a group of employees. On February 25 Health Advocate will celebrate "Heart Healthy Snack Day" providing guests and employees with a host of delicious and nutritious treats, as well as heart health information to raise awareness. Additionally, Health Advocate employees were invited to take part in free blood pressure screenings during the month.

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 16 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®, 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.

www.HealthAdvocate.com

www.HealthProponent.com

About the American Heart Association

Founded in 1924, the American Heart Association is, today, the nation's oldest and largest voluntary health organization dedicated to building healthier lives free of cardiovascular disease and stroke. These diseases, America's No. 1 and No. 3 killers, claim about 870,000 lives a year. In fiscal year 2005–06 the association invested more than \$543 million in research, professional and public education, advocacy and community service programs to help all Americans live longer, healthier lives. In Southeastern Pennsylvania alone, the association is currently investing more than \$14 million in research. To learn more, call 610-940-9540 or visit americanheart.org.

About HealthyWomen

HealthyWomen (HW) is the nation's leading independent health information source for women. For more than 20 years, women have been coming to HW for answers to their most pressing and personal health care questions. HW provides health information through our wide array of online content and print publications that is original, objective, reviewed and approved by medical experts and reflects the latest advances in evidence-based health research. For more information, visit www.HealthyWomen.org.

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