



FOR IMMEDIATE RELEASE

Health Advocate to Help Support LifeCare Gateway's Financial Advisors Network

Program Facilitates Integration of Health and Financial Well-being

March 3, 2010: CONSHOHOCKEN, PA—LifeCare GatewaySM, a turnkey practice management program allowing financial providers to help tackle clients' financial and emotional risks associated with caring for parents and loved ones, has entered into an agreement with Health AdvocateTM, Inc., the nation's leading health care advocacy and assistance company, to give its national network of Financial Advisors access to Health Advocate's state-of-the-art healthcare resolution programs.

"Navigating the health care maze takes a tremendous toll on individuals," explains Randy Bradley, Founder and CEO, LifeCare Gateway. "By aligning with the leading health care advocacy provider, we can give Financial Advisors the tools they need to effectively address major stress points in their clients' lives."

"We are pleased to work with LifeCare Gateway to bring our service to the Financial Advisor community," said Michael Cardillo, President, CEO and Cofounder, Health Advocate. "This is an important strategic initiative since it highlights the inter-relationship between and an individual's health and financial well-being by bringing together resources to seamlessly help clients."

As the health care landscape gets more complex, the number of questions individuals have about care recommendations, providers, insurance coverage, expenses, treatments and alternatives escalate. These issues often seem insurmountable, particularly if someone is in the midst of a healthcare crisis. Adding Health Advocate to the LifeCare Gateway platform further ensures that Financial Advisors and their clients will have access to a team of widely respected professionals to help resolve issues, resulting in saving time, money and worry.

LifeCare Gateway provides Financial Advisors with a completely integrated desktop solution placing tools and resources at their finger tips to more easily help their clients. The company's proprietary platform enables the advisor to better serve their clients by identifying their clients' health, financial and lifestyle needs more quickly and efficiently. Through a range of strategic partnerships, LifeCare Gateway gives Financial Advisors and their clients' access to a wide range of products and discounts. By leveraging strategic relationships and using integrated solutions through trusted distribution sources, LifeCare Gateway has built a distinctive operating system.

About LifeCare GatewaySM

LifeCare Gateway is a privately held company that provides retirement and marketing solutions to Broker

Dealers and Financial Advisors. LifeCare Gateway offers a practice management tool that integrates into the existing wealth management platform used by advisors to simplify the complicated decisions associated with LifeCare challenges and other retirement related issues such as liquidity, income and protection. For more information visit www.lifecaregateway.com

About Health Advocate™, Inc.

Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, offers a spectrum of time- and money-saving solutions to businesses. It serves 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. Its 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®, 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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