

Health Advocate™, Inc. Cofounders Named 2011 Ernst & Young Entrepreneur of the Year®

Plymouth Meeting, PA: June 17, 2011—Health Advocate™, Inc. today announced that Michael J. Cardillo, President and CEO, along with his four cofounders—Abbie Leibowitz, M.D., Martin Rosen, David Rocchino and Thomas Masci—have won the **2011 Ernst & Young Entrepreneur of the Year® Award** for the Greater Philadelphia region in the Healthcare Services category.

The Ernst & Young Awards Program recognizes entrepreneurs who demonstrate extraordinary success in the areas of innovation, financial performance and personal commitment to their businesses and communities. Award winners were announced at a special gala event on June 15, 2011 at the Loews Hotel in Philadelphia.

“We are honored to win this prestigious award,” said Cardillo. “I accept it on behalf of the more than 400 men and women of Health Advocate. They are the real winners. It is their tireless work serving our clients and members day in and day out which has made our remarkable company so special.”

The Health Advocate founders helped take the company from an unknown start-up in 2001 to one of the nation’s fastest growing, privately held companies. Today, Health Advocate serves 21+ million Americans through 7,500+ clients nationwide, including national, regional and local employers, unions, third-party administrators and insurers. Health Advocate provides expert, personalized help to navigate the complex healthcare system and resolve clinical and insurance-related issues. The company offers a full range of advocacy, wellness, HR, pricing and health data technology solutions to help their clients and members save time and money.

“Ernst & Young has honored outstanding entrepreneurs like this year’s winners for the past 25 years,” said Andrew Jordan, Ernst & Young LLP Entrepreneur of the Year Greater Philadelphia Program Director. “These business leaders have accomplished so much and contributed a tremendous amount to the community. They give us hope for what the next 25 years of entrepreneurs will bring.”

This year, the Entrepreneur of the Year Program celebrates its 25th anniversary. The program has expanded to recognize business leaders in more than 140 cities in more than 50 countries throughout the world. As a regional winner, Health Advocate is invited to the Entrepreneur of the Year National Awards finals on November 12, 2011, in Palm Springs, California. This event is the culmination of the Ernst & Young Strategic Growth Forum®, the nation’s most prestigious gathering of high-growth, market-leading companies.

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About Health Advocate

Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, serves 21+ million Americans through more than 7,500 client relationships, including many of the nation's largest companies, helping members personally navigate healthcare and insurance-related issues, saving time and money. Our Core Health Advocacy service is centered around our Personal Health Advocates, who assist members with a range of clinical, administrative and insurance-related issues. Our spectrum of add-on complementary employee- and employer-based solutions include our Wellness Advocate™, Benefits Gateway and Health Information Dashboard™, EAP+Work/Life™, Chronic Care Management™ and decision support programs. The solutions are designed to lower healthcare costs, increase productivity and improve outcomes.

Founded in 2001 and headquartered in suburban Philadelphia, Health Advocate has been recognized, for the fourth consecutive year, as one of America's fastest growing private companies by *Inc. 500*, named one of the Fastest Growing Companies in North America on Deloitte's 2010 Technology Fast 500™ and is rated one of the Top 20 Best Places to Work by *Philadelphia* magazine.

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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About Ernst & Young Entrepreneur of the Year

Ernst & Young Entrepreneur of the Year is the world's most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Entrepreneur of the Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 140 cities in more than 50 countries.

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