



CaliforniaChoice
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News
For Immediate Release

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CaliforniaChoice Web Site Earns Two eHealthcare Leadership Awards

California's leading authority on small group benefits garners awards for Best Site Design for consumers, HMOs, PPOs and other insurers

(ORANGE, CA – November 29, 2004) — The Web site for CaliforniaChoice, the state's leading authority on employee-choice health benefits, recently received silver awards for "Best Site Design" in the fifth annual eHealthcare Leadership Awards, a national program that recognizes outstanding Web sites from a broad spectrum of healthcare organizations.

The Web site, calchoice.com, was honored with awards in two categories: "Consumer General Health Site" and "HMO/PPO/Other Insurers." The 2004 winners were selected from an all-time high of 1,202 entries in industry classifications ranging from hospitals and health systems to pharmaceutical firms and online health companies. A panel of 104 professionals in the healthcare and Internet industries judged the entries.

"We are continually developing new features to make calchoice.com a dependable resource for healthcare consumers," said Ron Goldstein, president of CaliforniaChoice, "and we're very proud to receive this recognition. This year, our team added a lot of great content for CaliforniaChoice members, including an HSA Resource Center and a hospital quality comparison tool, to provide them with useful and timely information that can help them make better decisions about their healthcare."

The eHealthcare Leadership Awards program was developed by *eHealthcare Strategy & Trends*, a leading Internet resource published by Health Care Communications based in Rye, NY.

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CaliforniaChoice is a product of CHOICE Administrators, the nation's leading administrative company for employee-choice health benefits. Based in Orange, California, CaliforniaChoice currently delivers health coverage to over 160,000 members through more than 10,000 employer groups with 2-50 employees. In 2002, the Health Insurance Association of America honored CaliforniaChoice with its prestigious "Innovators Award," an annual recognition for a select company whose contributions have led to "true industry advancement."

CHOICE Administrators recently introduced CaliforniaChoice 51+, a new product that provides a way for business owners with 51 to 199 employees to offer quality healthcare benefits while managing escalating premiums.

More information about CaliforniaChoice is available at www.calchoice.com.

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