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### **CaliforniaChoice Web Site Earns Platinum eHealthcare Leadership Award**

**California's leading authority on employee choice healthcare  
presented with Best Site Design award for second year**

(ORANGE, CA – November 29, 2005) —The Web site for *CaliforniaChoice*, the state's leading authority on employee choice healthcare, received the platinum award for "Best Site Design" in the sixth annual eHealthcare Leadership Awards. This is the second consecutive year that the company has been honored by this national program that recognizes outstanding Web sites from a broad spectrum of healthcare organizations.

*CaliforniaChoice* received the award in the category of "HMOs, PPOs and Other Insurers." The 2005 winners were selected from nearly 1,200 entries in industry classifications ranging from hospitals and health systems to pharmaceutical firms and online health companies. An independent panel of professionals in the healthcare and Internet industries judged the entries.

"To receive this recognition for the second year by a program of such national scope and integrity is an honor," said Ron Goldstein, president of CHOICE Administrators. "We consider this a team award that recognizes not only our internal team but also our team of health plan partners who have made *CaliforniaChoice* a successful model for employee choice healthcare throughout the state and nation."

(more)

“The CaliforniaChoice Web site is a reflection of our program,” explained Goldstein, “It’s user-friendly and empowers consumers to educate themselves about their healthcare and how to manage their costs. We continually develop new features to make calchoice.com a dependable consumer resource that is easy to use. Our emphasis is on quality vs. quantity, so we select the most timely and pertinent information, rather than overwhelming a consumer with too many links.”

Goldstein noted that the Web site’s most popular features are the HSA Resource Center which gives consumers a choice of linking to three FDIC-insured banking partners where they can open and manage a Health Savings Account (HSA) online, and Choice Outcomes, the site’s hospital quality comparison tool.

CaliforniaChoice pioneered the concept of offering employees multiple health plan selections almost a decade ago. CaliforniaChoice, a CHOICE Administrators program, is a consumer-driven healthcare program that offers employees a selection of four HMO, three PPO and two Consumer-Directed plan designs through six different health plans, all with one simplified monthly statement, single-source administration and defined contribution for the employer. It currently delivers health coverage to more than 165,000 members through more than 10,000 employer groups with 2-50 employees. CHOICE Administrators recently introduced CaliforniaChoice 5I+, 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](http://www.calchoice.com). CHOICE Administrators is a Word & Brown Company.

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