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**Kevin Counihan Named President of
CHOICE Administrators Exchange Services**

(ORANGE, CA. – March 16, 2011) — Kevin J. Counihan, a 25-year veteran of the health insurance industry, has been appointed president of *CHOICE* Administrators Exchange Services, effective March 15. *CHOICE* Administrators Exchange Services is a division of *CHOICE* Administrators®, the nation’s leading developer and administrator of health insurance exchanges.

In his new role, Counihan will be responsible for overseeing the company’s exchange development strategy nationwide. Health reform legislation passed in 2010 requires all states establish a health insurance exchange by January 1, 2014, or default to a federal “fallback” program. *CHOICE* Administrators is uniquely positioned to help states easily and confidently comply with this federal mandate, bringing to bear *CHOICE* Administrators’ 15-year track record in operating the nation’s most mature and successful commercial health insurance exchange, California*Choice*.

“*CHOICE* Administrators Exchange Services can offer states a customized turnkey process that minimizes administrative complexity, complies with all federally mandated regulations and assures they will be implementing their exchange on time and on budget,” says Counihan. “I look forward to presenting our services to states across the country to assure that their residents have easy access to the value and benefits of health insurance exchanges.”

Counihan comes to *CHOICE* Administrators Exchange Services from the Commonwealth of Massachusetts Health Insurance Connector Authority where he served as chief marketing officer since its inception in 2006. There, Counihan helped procure, organize and manage the nation’s first state-sponsored health insurance exchange for individuals and small businesses. Over the past quarter century, Counihan has worked in a variety of positions in the health insurance and employee benefits industries including underwriting, finance, marketing, sales and operations. He was senior vice president for sales, marketing and member

services for Tufts Health Plan and, previously, vice president of sales for CIGNA and EQUICOR.

“Kevin brings broad experience and a unique perspective to the issues and challenges confronting states as they comply with federal health reform legislation,” said Ron Goldstein, president and chief executive officer of *CHOICE* Administrators. “He will play a critical role in helping to educate states on the key issues in forming insurance exchanges and will advocate our company on the national stage.”

CHOICE Administrators[®] is the nation’s leader in developing and administering health insurance exchanges. Currently serving more than 10,000 employers and more than 150,000 members, *CHOICE* Administrators is part of The Word & Brown Companies, the nation’s leading developer and administrator of consumer-choice exchange models. Among the Exchanges currently operated by *CHOICE* Administrators are the California*Choice*[®] small group (2-50 employees) and mid-market (51-199 employees) private exchanges, HSA California, Choice Builder, the nation’s first ancillary benefit exchange and Quotit, one of the nation’s largest individual/family proposal and online enrollment systems that generated more than 4.2 million individual health quotes in 2010. Other *CHOICE* Administrators’ products include Kaiser Permanente Choice Solution and Contractors’ Choice. Further information is available at www.choiceadmin.com.