



A *CHOICE* Administrators Program



For Immediate Release

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CaliforniaChoice Increases Health Savings Account Solutions With The Bancorp Bank

(ORANGE, CA – January 24, 2005) — CaliforniaChoice, the state’s leading authority on employee-choice health benefits, announced today that it has entered into a partnership with The Bancorp Bank to offer California consumers an easily administered Health Savings Account (HSA) through the CaliforniaChoice website, calchoice.com.

“CaliforniaChoice established this relationship with The Bancorp Bank to offer people more choices in setting up their HSAs as part of a Consumer-Directed healthcare program,” said CaliforniaChoice President Ron Goldstein. “As HSAs become more popular, we are seeing an increase in the number of people who are taking advantage of this opportunity to have more control over their healthcare dollars and service decisions. In response to consumer demand, we’ve expanded the selection of solutions we provide.”

CaliforniaChoice has brought together preferred HSA trustees to provide an online resource center for the general public to learn more about HSAs and establish and manage an account directly with one of its FDIC-insured banking partners.

An HSA provides a way for individuals to pay for many of their medical expenses with tax-advantaged funds that they set aside every month until needed. Employee contributions can be made on an after-tax basis and taken as an above-the-line deduction on their tax return, making their contributions tax-free. If they don’t use their accumulated savings, their accounts keep growing until a point where the funds are needed. Consumers can contribute up to their

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insurance plan's deductible, with an annual maximum in 2005 of \$2,650 for individuals and \$5,250 for families. These funds are "owned" by the employee and unlike other programs available in the market today, like HRAs and FSAs, employees retain their balances even if they leave their employer.

"We are delighted to have been selected by CaliforniaChoice to implement our HSA product for their members," said Ms. Jill Kelly, Senior Vice President, Affinity Banking for The Bancorp Bank. "The Bancorp Bank has offered easy-to-use HSAs for the customers of our business partners since HSAs were approved in 2004."

HSAs are compatible with high-deductible, low-cost health plans designed to protect against major or catastrophic illness while offering a lower monthly premium and greater access to providers. CaliforniaChoice offers an HSA-qualified plan called CalChoice PPO 2400, which features the extensive Blue Shield of California network with over 52,000 doctors throughout the state.

About CaliforniaChoice

CaliforniaChoice is a product of CHOICE Administrators, a Word & Brown company. Based in Orange, California, CaliforniaChoice is a consumer-driven healthcare program that offers employees a selection of three HMO and four PPO plan designs through six different health plans, all with one simplified monthly statement, single-source administration and one defined contribution for the employer. CaliforniaChoice currently delivers health coverage to more than 160,000 members through 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.

About The Bancorp Bank

The Bancorp Bank (Nasdaq NM: TBBKD) is an FDIC-insured commercial bank that delivers a full array of financial services and products through private-label affinity partner programs. Please contact Jill Kelly at 302-385-5012, or email HSAinfo@thebancorp.com to learn more about the Bancorp's HSA solutions.

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