



FOR IMMEDIATE RELEASE

CALIFORNIACHOICE[®] INTRODUCES A NEW DISCOUNT HEARING PROGRAM FOR SMALL-GROUP EMPLOYERS

The New Program Offers Savings On Popular Hearing Products And Services

ORANGE, CA – July 15, 2008 — [CaliforniaChoice[®]](#) today announced the launch of its EPIC Hearing Service Plan, a new discount hearing program that gives [CaliforniaChoice[®]](#) employers and their staff free access to programs and services, such as diagnostic hearing tests and hearing aids. The plan is offered in partnership with Ear Professionals International Corporation (EPIC).

“We are excited to offer a free program that helps people receive the hearing tests and devices they need at prices they can afford,” said Ron Goldstein, president of *CHOICE* Administrators[®] – the state’s first employee-choice health benefits program for employers with 2-50 employees.

CaliforniaChoice[®], which is a product of *CHOICE* Administrators[®] – a division of The Word & Brown Companies, is offering this program to supplement existing benefits. The program coordinates with other insurance plans and boasts the nation’s largest coalition of physicians and audiologists recognized for their extensive professional education and experience in diagnostic hearing techniques and rehabilitative interventions.

The discount plan is voluntary and offers savings up to 50 percent off brand name hearing aids, hearing tests and hearing aid fittings. It also offers toll-free telephone support for members who have questions about the plan or its products.

(more)

Members call 1-866-956-5400 to arrange for services or request a free booklet detailing the plan's offerings. CaliforniaChoice® members may also log on to www.calchoice.com and click on the EPIC button on the home page for more information.

About CaliforniaChoice®

CaliforniaChoice® is a product of Orange, Calif.-based *CHOICE* Administrators® – a division of The Word & Brown Companies. Founded in 1996, it was the state's first employee-choice health benefits program for employers with 2-50 employees. CaliforniaChoice® allows employers to contribute a set dollar amount toward employees' health care benefits and lets employees decide how that money is spent. Employees choose health care coverage from one of five health plans and 22 benefit plans that include dental, vision, group term-life, AD&D, chiropractic and acupuncture options.

About EPIC

Ear Professionals International Corporation (EPIC) was formed in November 1997 by a group of ear physicians, audiologists, and health care administrators to address the fragmented and inconsistent presentation of hearing care services within the United States. EPIC was formed with the goal of providing and promoting high-quality hearing care to the public, payers, corporations, trade associations, unions, and the government. It is within this initiative that the EPIC Hearing Service Plan (HSP) was developed to provide a true hearing health care benefit to those suffering from hearing problems.

The Word & Brown Companies

The Word & Brown Companies, headquartered in Orange, Calif., provides services to nearly 55,000 employers covering more than 6 million people across the nation. During its more than 20-year-span, The Word & Brown Companies has become the nation's recognized leader in developing and offering innovative technology and health benefit plan models and the nation's most sophisticated employee benefits services to companies of all sizes. **The Word & Brown Companies includes: The Word & Brown General Agency; *CHOICE* Administrators®; CONEXIS; and Quotit® Corporation.**

Visit <http://wordandbrowncompanies.com> for more information.

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