



FOR IMMEDIATE RELEASE

CALIFORNIA*CHOICE*[®] LAUNCHES HR SUPPORT CENTER For Employers And Brokers

**Participants Receive Free Advice From Human Resources Professionals And Access To
The Latest Forms, Laws, Job Descriptions And More**

ORANGE, CA – July 1, 2008 — *CaliforniaChoice*[®], a *CHOICE* Administrators[®] program, today announced the launch of its *CaliforniaChoice*[®] HR Support Center – a free service that provides professional human resources support and information to brokers and small-group employers (2-50 employees).

“The *CaliforniaChoice*[®] HR Support Center fills a need among our clients, many of whom do not have internal human resources staff,” said Ron Goldstein, president of *CHOICE* Administrators[®]. “It provides the latest human resources information and answers questions about the dos and don’ts of employee-employer relationships.”

CaliforniaChoice[®], founded in 1996, is the state’s first employee-choice health benefits program for employers with 2-50 employees. With its ground-breaking design, it allows employers to contribute a set dollar amount toward employees’ health care benefits and lets employees decide how that money is spent.

The new *CaliforniaChoice*[®] HR Support Center is just one more way *CaliforniaChoice*[®] is simplifying business for employers. Offered freely to brokers and *CaliforniaChoice*[®] small-business participants, the *CaliforniaChoice*[®] HR Support Center includes access to the following: human resources forms and letters; employee handbooks; state and federal employment laws;

(more)

job descriptions; a question-and-answer database; human resources and business news articles; a glossary of human resources terms; a subscription to the monthly e-newsletter *HR Advisor*; and reduced pricing on human resource posters, books and training videos.

CaliforniaChoice® employers and brokers have unlimited access to the service online at www.calchoice.com. Those who would like to customize forms and have regular access to human resources professionals may upgrade their service for \$17.50 per month.

For more information, call 1.800.542.4218 or logon to www.calchoice.com and click on the HR Support Center today.

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, hearing, group term-life, AD&D, chiropractic and acupuncture options.

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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