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Ron Goldstein Named Chief Executive Officer
of CHOICE Administrators

(ORANGE, CA – March 15, 2011) — Concurrent with the company’s continued growth across the United States, Ron Goldstein, CLU, has been named president and chief executive officer of *CHOICE* Administrators.

CHOICE Administrators has been the nation’s leading developer and administrator of health insurance exchanges for nearly two decades and serves as the umbrella company for several consumer- and employer-focused health insurance exchange programs, covering hundreds of thousands of Americans. *CHOICE* Administrators’ programs currently include *CaliforniaChoice*, *CaliforniaChoice 51+*, Choice Builder, Kaiser Permanente Choice Solution, HSA California and Contractor’s Choice.

“Ron has been a driving force in the creation and acceptance of health insurance exchanges and has been a major contributor to the incredible growth of our organization,” said John M. Word III, co-founder of The Word & Brown Companies, the parent organization to *CHOICE* Administrators. “Under his leadership, we anticipate *CHOICE* Administrators playing even a greater role in the evolution of health insurance exchanges across the country.”

A 30-year veteran of the health insurance industry, Goldstein was instrumental in the 1996 creation of *CaliforniaChoice*, which today is the country’s leading health insurance exchange for small and mid-size employer groups. Last year, *CaliforniaChoice* became the first health insurance exchange in the nation to top the 21 million member month plateau.

As president of *CHOICE* Administrators, Goldstein has also overseen the development of innovative consumer decision support tools such as the health insurance tax credit calculator, electronic cross-referenced provider and formulary directories, enrollment budget planning tools and an online enrollment system that supports multiple benefit choices from multiple plans.

Health insurance exchanges, mandated by national healthcare reform legislation, are required in every state by January 1, 2014, or they will default to a federal “fallback” program.

Exchanges create a sort of online shopping mall where consumers, employers and brokers can compare health insurance benefits, costs and features of various health plans side by side. Each of the health plans offered in an exchange will include an essential set of benefits that provide healthcare services with different levels of consumer cost sharing.

“Health insurance exchanges make sense because they promote choice and make health insurance purchasing more value based,” says Goldstein. “And while they may not yet have captured the public imagination or spotlight to the extent other healthcare issues have, they could, in fact, end up a bellwether for how healthcare reform is judged for generations to come.”

As states work to establish their own exchanges, *CHOICE* Administrators is uniquely positioned to help them easily and confidently comply with the federal mandate. “We want to bring our successful track record from the past 15 years to states who are wrestling with how to establish, market and operate an exchange so that their citizens can enjoy all of the benefits that an exchange will bring,” said Goldstein. “We provide customized, turnkey solutions that assure that an exchange will be up and running on time and on budget.”

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