



FOR IMMEDIATE RELEASE

CHOICE ADMINISTRATORS AND E-CHX, INC. INTRODUCE NEW PAYROLL PRODUCT EXCLUSIVELY FOR HEALTH INSURANCE MARKET

CaliforniaChoice integrates new payroll service into their health insurance Exchange.

Orange, CA – June 22, 2010 – [CHOICE Administrators®, Inc.](#) (*CHOICE* Administrators) and [E-chx, Inc.](#) (E-chx) announced today the co-branding of *CHOICE* Administrators Payroll Services, an exclusive payroll product for the health insurance market, powered by E-chx, one of the nation’s largest independent payroll services. *CHOICE* Administrators Payroll Services is available to businesses nationwide and provides a hassle-free payroll solution that includes payroll processing, direct deposit, check signing/stuffing, and customizable reporting. Discounts are also available for insurance brokers and employers who enroll through www.choiceadmin.com/payroll.

CHOICE Administrators also announced its “integrated” payroll option through their *CaliforniaChoice* health insurance Exchange, available to businesses with 2 – 50 employees. This seamless approach to health insurance benefits and payroll provides employers with a single platform that coordinates changes such as employee additions, terminations, protecting them from unnecessary and costly errors throughout the year.

“Integrating health insurance benefits and payroll is something we’ve wanted to do for a long time,” said Ron Goldstein, President of *CHOICE* Administrators. “Our partnership with E-chx allows licensed brokers to offer everything their clients need in one place, without the worry of another company competing for their business.”

Based out of Rochester, New York, E-chx, has provided quality payroll solutions for almost a decade. “With the increasing competition producers have seen from various marketing companies, including payroll processors, *CHOICE* Administrators sought a payroll integration solution that is not a competitor, yet provides data integration of payroll and employee benefits,” stated Tony Totorella, President and CEO of E-chx, “ E-chx does not sell or market insurance and has a business model that commits itself to not entering into the insurance market as an agent or agency.”

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“This is an amazing opportunity for producers to offer payroll alongside their clients’ health insurance benefits, and do it with a company they trust has their best interest in mind.” said Goldstein. “Our company was built by brokers for brokers and we take that relationship very seriously.

As the nation’s leading developer and administrator of private healthcare and ancillary Exchanges, *CHOICE* Administrators serves more than 160,000 members through nearly 10,000 employers.

For more information on *CHOICE* Administrators Payroll Services please visit www.choiceadmin.com/payroll.

About *CHOICE* Administrators®

CHOICE Administrators®, a Word & Brown company, is based in Orange, Calif. It is the nation’s leader in developing and administering private employee-choice health and ancillary benefit programs for employer groups of all sizes. Serving more than 160,000 members through nearly 10,000 employers, *CHOICE* Administrators enables business owners to control their health care budgets through defined contribution and single-source administration, while allowing employees to pick from a variety of health insurance plans. Visit www.choiceadmin.com for more information.

About E-chx, Inc.:

E-chx Inc., headquartered in Rochester, New York, was founded in 2001 and provides complete payroll services on a national basis to over 7,000 customers. Offering payroll service solutions to small and medium sized businesses, E-chx is one of the fastest growing payroll providers in the nation. The company offers payroll services including payroll processing, electronic tax compliance, direct deposit, check signing and stuffing, employee homepages and customizable reporting through the use of their easy to use payroll management technology.

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