



FOR IMMEDIATE RELEASE

**LEADER OF THE NATION'S LARGEST GROUP HEALTH INSURANCE EXCHANGE
TO ATTEND NAHU ANNUAL CONVENTION IN NEW YORK CITY, NY**

ORANGE, CA – June 22, 2009 – *CHOICE* Administrators[®], a Word & Brown Company, today announced that its President, Ron Goldstein, will attend the National Association of Health Underwriters' (NAHU) 79th Annual Convention June 28-July 1 in New York City, NY. NAHU represents more than 20,000 members across the nation and is the leading national association focused solely on behalf of health insurance agents. Each year, members gather to select their leaders and decide the association's future at the annual convention.

"I'm excited to be a part of this year's event," said Goldstein, who heads the nation's largest group health insurance exchange, which facilitates the buying, selling and administration of private health insurance. "Right now is perhaps one of the most important times in the health care industry, a time when all parties involved need to be taking action on current legislative issues that could forever impact our business. NAHU is the perfect opportunity to put the right people in place to represent us in front of Congress."

Goldstein's *CHOICE* Administrators serves about 180,000 members through nearly 12,000 employers. Its programs include California*Choice*[®], California*Choice 51+*, Kaiser Permanente Choice Solution, and HSA California[®] – successful consumer-driven health care programs for small- and mid-sized employer groups; and Contractor's Choice[®], a unique program for employers on public works projects. Through *CHOICE* Administrators' programs, business owners can control their health care budgets through defined contribution and single-source administration, while allowing employees to pick from a variety of health insurance plans.

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Goldstein's attendance this month at the NAHU convention comes on the heels of his March speaking engagement in Washington, DC, where he addressed NAHU members on private health care exchanges. Exchanges are a hot topic in government conversations and the public arena lately, and Goldstein's message to NAHU members focused on the fact that private, defined-contribution exchanges, such as those offered through *CHOICE* Administrators, provide a solution that gives employers the advantage of cost control while achieving a higher-level of employee satisfaction since employees can choose the health plan attributes that best meet their needs, including the carrier, premium/benefit level, and physician network.

NAHU is an important organization for groups such as *CHOICE* Administrators because it represents brokers and agents in the health insurance market, who in turn represent millions of American health insurance consumers. NAHU's broker/agent members sell health, dental and long-term insurance, as well as Medicare and consumer-driven benefits, making them knowledgeable players in the health reform discussion.

For further information about *CHOICE* Administrators, its programs, or its president, please visit <http://thewordandbrowncompanies.com>.

For further information about the NAHU Annual Convention, please visit www.nahu.org.

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