

Benefitfocus Hosts Webinar on Understanding Consumer Expectations in the Transforming Benefits Landscape

Complimentary webinar to feature panel discussion on the influence of consumer behavior in the benefits market

CHARLESTON, S.C., Feb. 24, 2014 /PRNewswire/ -- Benefitfocus, Inc. (NASDAQ: BNFT), a leading provider of cloud-based benefits software solutions, today announced that the company will host a live webinar titled "Understanding Consumer Expectations in the Transforming Benefits Landscape" on March 13, 2014 at 1:00 p.m. EDT. The webinar will feature a panel discussion led by Forrester Research, Inc. principal analyst Ellen Carney with guest speakers Chris Connolly of Inflexion Advisors and Lisa Cummings of PlainsCapital Corporation. Additional panelists include Shan Fowler, Director of Marketplaces at Benefitfocus and Tom Dugan, Enterprise Product Manager at Benefitfocus.

(Logo: <http://photos.prnewswire.com/prnh/20110602/CL12553LOGO>)

The webinar will focus on the changing dynamics of the healthcare environment that are leading employers and insurance carriers to implement new strategies to meet employee and consumer expectations. The panel will also discuss private exchange marketplaces and the advantages they offer both employers as well as carriers. Marketplaces are addressing consumer demands for greater choice and cost transparency while also lowering administrative costs.

For more information and to register for the webinar, visit <http://www.benefitfocus.com/events/understanding-consumer-expectations-webinar/>. The event will also be recorded and available for on-demand viewing by visiting the Benefitfocus website.

About Benefitfocus

Benefitfocus, Inc. (NASDAQ: BNFT) is a leading provider of cloud-based benefits software solutions for consumers, employers, insurance carriers and brokers. Benefitfocus has served more than 20 million consumers on its platform, that consists of an integrated portfolio of products and services enabling clients to more efficiently shop, enroll, manage and exchange benefits information. With a user-friendly interface and consumer-centric design, the Benefitfocus Platform provides one place for consumers to access all their benefits. Benefitfocus solutions support the administration of all types of benefits including core medical, dental and other voluntary benefits plans as well as wellness programs. For more information, visit www.benefitfocus.com.

Except for historical information, all of the statements, expectations, and assumptions contained in this press release are forward-looking statements. Actual results might differ materially from those explicit or implicit in the forward-looking statements. Important factors that could cause actual results to differ materially include: the lack of a long-term public market for Benefitfocus' stock and potential volatility; the immature and volatile nature of the market for our products and services and other factors that could impact our anticipated growth; management of growth; the need to innovate and provide useful products and services; changes in government regulations; reliance on key personnel; competition, privacy, security and other risks associated with our business; and the other risk factors set forth from time to time in our SEC filings, copies of which are available free of charge within the Investor Relations section of the Benefitfocus website at <http://investor.benefitfocus.com/sec.cfm> or upon request from our investor relations department. Benefitfocus assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

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