

**Benefitfocus Hosts Webinar on Private Exchange Technology****Complimentary webinar to feature panel discussion on providing benefits for a whole workforce with private exchange technology**

CHARLESTON, S.C., June 26, 2014 /PRNewswire/ -- [Benefitfocus, Inc.](http://www.benefitfocus.com) (NASDAQ: BNFT), a leading provider of cloud-based benefits software solutions, today announced that the company will host a live webinar titled "Private Exchanges: Build Your Technology Foundation" on July 17, 2014, at 1:00 p.m. EDT.



The webinar will focus on how insurance carriers can leverage the power of private exchange technology to support an employer's whole workforce by incorporating mandatory and voluntary benefits. The panel will also discuss how the combination of a strong user experience and scalable administrative functionality can create a successful exchange for insurance carriers to grow and maintain market share across multiple member segments. The discussion will be led by Benefitfocus Director of Marketplaces Shan Fowler with featured panelists Forrester Research, Inc. Senior Analyst Skip Snow and Benefitfocus Enterprise Product Manager Tom Dugan.

For more information and to register for the webinar, visit <http://www.benefitfocus.com/events/private-exchange-technology-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 23 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](http://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 need to innovate and provide useful products and services; changes in government regulations; 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; fluctuations in our financial results; general economic risks; reliance on key personnel; our ability to compete effectively; our ability to maintain our culture and recruit and retain qualified personnel; 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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