

## Benefitfocus Expands to Salt Lake City

### New location strengthens commitment to supporting and growing customer base in the West

CHARLESTON, S.C., Sept. 27, 2017 /PRNewswire/ -- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits management software, today announced the opening of a new office location in Salt Lake City, UT. After considering multiple options in the region, the company chose Salt Lake City because of its proximity to current customers in the Western region of the United States, and because it aligns well with the company's culture and will evolve with their business.



Opened on September 5, the new Benefitfocus office is temporarily located on the fifth floor of the Cottonwood Center (2825 E Cottonwood Parkway, Suite 500, Cottonwood Heights, UT 84121). A leadership team is currently working to make a permanent recommendation for the office location and its staffing. As of now, the office is primarily home to Customer Success Organization (CSO) team members, but moving forward, additional Customer Success managers will be hired from Salt Lake City and the company is putting together a longer-term plan for growing the Salt Lake City team.

"We are committed to providing world-class support to all our customers, and an important part of that is having associates located in the region who can quickly travel to customer sites," said Benefitfocus President and COO Ray August. "Salt Lake City quickly emerged as an ideal spot not only because we already have many valuable associates located there, but also because the city boasts a strong talent pool, including a large number of multi-lingual workers, making it an ideal location for potential Service Center expansion."

#### About Benefitfocus

Benefitfocus (NASDAQ: BNFT) provides a leading cloud-based benefits management platform that simplifies how organizations and individuals shop for, enroll in, manage and exchange benefits. Every day leading employers, insurance companies and the consumers they serve rely on our platform to manage, scale and exchange benefits data seamlessly. In an increasingly complex benefits landscape, we bring order to chaos so our clients and their employees have access to better information, make better decisions and lead better lives. Learn more at [www.benefitfocus.com](http://www.benefitfocus.com), [LinkedIn](#) and [Twitter](#).

*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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