

## **Kent Corporation Selects Benefitfocus HR InTouch Marketplace**

### **Iowa-based food supply corporation to enhance employee benefits enrollment & education using Benefitfocus Technology**

CHARLESTON, S.C., July 9, 2014 /PRNewswire/ -- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits software solutions, today announced that [Kent Corporation](#) has adopted [Benefitfocus HR INTOUCH MARKETPLACE®](#) to support benefits enrollment and administration throughout the year, beginning with the company's annual enrollment this fall. Kent Corporation is a family-owned, privately held company based in Muscatine, IA, with operating subsidiaries involved in corn wet milling, animal feed production and manufacturing and sale of food products. With integrated decision support and multilingual capabilities, *HR INTOUCH MARKETPLACE* creates a user-friendly enrollment experience for Kent Corporation's geographically dispersed workforce of more than 1,600 employees.



By integrating with insurance carrier and payroll systems, Benefitfocus allows Kent Corporation to manage benefits-related information within *HR INTOUCH MARKETPLACE* and minimize redundancy from data entry into multiple systems. This automation, combined with a configurable enrollment workflow, creates a streamlined process for Kent Corporation's annual enrollment, new hire onboarding and year-round qualified life event changes.

Accessible through a browser from any web-enabled device, *HR INTOUCH MARKETPLACE* is designed to offer employees a convenient way to shop for their benefits and learn about their benefit options. The step-by-step enrollment process presents employees with the plans for which they are eligible along with educational videos and informative content that explains coverage in simple terms to help employees make informed choices to address their needs.

Moving forward, Kent Corporation will also leverage the BENEFITFOCUS® Total Compensation App to provide employees with visibility into the full value of their compensation package. Payroll data along with health coverage and other benefits unique to Kent Corporation's total compensation package can be accessed through a point in time report within *HR INTOUCH MARKETPLACE*.

"Benefitfocus Technology offered the advanced functionality and flexibility that can help us move toward an employee-centric benefits strategy," stated Janet R. Sichterman, Vice President of Human Resources & Communications for Kent Corporation. "We believe this solution will provide our geographically dispersed workforce with timely information for making better benefit decisions while reinforcing the great benefits package Kent Corporation offers to them."

"Kent Corporation's dedication to customer satisfaction has led to continuous investment in their people, technology and facilities," stated Benefitfocus President and CEO Shawn Jenkins. "Benefitfocus is excited to be part of that commitment by providing technology to Kent Corporation that offers its employees decision support integrated into an online enrollment process."

#### **About Kent Corporation**

*Kent Corporation is a diversified family owned corporation with operating subsidiaries involved in corn wet milling, the production of animal feeds and the manufacture of food products. Kent Corporation is owned by the Kent Family and led by Gage A. Kent as Chairman of the Board and CEO. Operating subsidiaries of Kent Corporation include Grain Processing Corporation, Kent Nutrition Group, Kent Pet Group, all headquartered in Muscatine, Iowa, and Kent Precision Foods Group, St. Louis, Missouri. The entire family of companies has approximately 1,600 employees and does business in the US, Canada, and throughout the world.*

#### **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; 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; our ability to compete effectively; reliance on key personnel; our ability to maintain our culture and recruit and retain qualified personnel; changes in government regulations; privacy, security and other risks associated with our business; fluctuations in our financial results; general economic risks; 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.*

CONTACT:

Benefitfocus, Inc.  
843.284.1052 ext.6846  
[pr@benefitfocus.com](mailto:pr@benefitfocus.com)

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

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