

## **Biaggi's Ristorante Italiano Selects BENEFITFOCUS® Marketplace to Automate Employee Benefits**

*Restaurant implements new technology to streamline benefits enrollment as access to healthcare expands with Affordable Care Act*

CHARLESTON, S.C.--(BUSINESS WIRE)-- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits software solutions, announced today that [Biaggi's Ristorante Italiano](#) has selected [BENEFITFOCUS® Marketplace](#) to streamline its employee benefits plan management. With new benefits eligibility rules coming into effect under the Affordable Care Act, Benefitfocus is helping leading service industry businesses like Biaggi's manage the swell of employees who are now eligible for benefits.

"ACA is brutal for restaurants. Our number of eligible employees nearly quadrupled as of July 1," said Biaggi's Director of Human Resources David Morris. "We needed a powerful software solution that could simplify our administrative process and make it easy for employees to get the information they need to understand and enroll in their benefits packages."

The Illinois-based restaurant chain has more than 1,700 employees across the country and, in a high turnover industry, is hiring someone nearly every day. With ACA requirements mandating new reporting and compliance for a large portion of their hourly employees, the company needed a user-friendly benefits platform that would meet the needs of its multi-lingual, mobile-friendly workforce. Benefitfocus Marketplace is a highly configurable benefits platform designed to provide a consumer-driven experience to help simplify enrollment and administration.

Benefitfocus Marketplace will help Biaggi's reduce paper forms and provide convenient support and information so that employees can access all of their benefits information in one place and to-go on their smartphones. With so many newly eligible employees, the platform's Communications Portal will modernize targeted communications to help guide individuals through the benefits cycle without needing to print and mail hundreds of paper packets. The content management system allows administrators to send relevant content via email or text message to specific employee segments and enables automated confirmation messages to be sent after an employee completes an activity such as enrollment.

"Automating administration with an intuitive software solution can make benefits enrollment as easy as shopping for anything else online," said Benefitfocus CEO Shawn Jenkins. "We are excited to work with Biaggi's and to help its employees get the most out of their benefits with a user-friendly experience."

### **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 25 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.*

Benefitfocus, Inc.  
Joan Damico, 843-284-1052 ext. 3527  
[pr@benefitfocus.com](mailto:pr@benefitfocus.com)

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