

Minnesota School District Selects Benefitfocus HR InTouch Marketplace

Elk River Area School District to streamline benefits administration through the Benefitfocus Cloud

CHARLESTON, S.C., June 3, 2014 /PRNewswire/ -- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits software solutions, today announced that Elk River Area School District has selected [Benefitfocus HR INTOUCH MARKETPLACE®](#) to support its benefits enrollment and automate processes that were previously managed on paper. Located 35 miles northwest of Minneapolis, [Elk River Area School District](#) is one of the largest school districts in Minnesota, serving approximately 12,500 neighborhood students and more than 50,000 total lifelong community learners with approximately 1,500 full-time employees across 15 cities and townships. With a suite of administrative tools and data integration capabilities, *HR INTOUCH MARKETPLACE* will offer Elk River Schools the ability to efficiently engage its whole workforce and manage all benefits information in one place.



As benefits administration becomes more complex under the Affordable Care Act (ACA), *HR INTOUCH MARKETPLACE* will help Elk River Schools better allocate and utilize resources to manage its benefits program. The portal is designed to improve operational efficiency by eliminating manual data entry and reducing the risk of costly input errors. Administrators can create to-do lists for employees and track activity with tools to analyze enrollment data and other key information needed to steer their workforce in the right direction.

"We are excited to work with Benefitfocus on the transition of our benefits program to an online platform," said Rod Barnes, Executive Director of Labor Relations and Personnel Services at Elk River Area School District. "HR InTouch Marketplace will improve our ability to educate and communicate with our employees and give us the confidence to strategically manage the changes associated with healthcare reform."

HR INTOUCH MARKETPLACE provides employers the ability to communicate with employees in a detailed and personalized manner while offering employees access to their benefits information from any web-enabled device at a time that is most convenient for them. Through advanced filtering, the portal allows administrators to tailor communication and send targeted messaging to employees based on a specific status or demographic. During the enrollment process, employees can use the BENEFITFOCUS® Plan Shopping App to compare plans based on coverage details, utilization and estimated out-of-pocket costs. Educational videos are also available for employees to gain a better understanding of plan details and healthcare reform legislation.

"Elk River Area School District is dedicated to educating and empowering its large community of students," stated Benefitfocus President and CEO Shawn Jenkins. "We are designing the enrollment experience to empower employee decision-making and help employers unlock the value of their benefits program. It's an exciting opportunity to provide a solution that will help Elk River Schools optimize their benefits and technology investment."

Elk River Area School District plans to begin new hire enrollment through *HR INTOUCH MARKETPLACE* this fall and will leverage the portal's tools to plan and execute its open enrollment in the spring of 2015.

About Elk River Area School District

ISD 728 Elk River Area School District is the eighth largest school district in Minnesota, located 35 miles northwest of Minneapolis. It proudly serves approximately 12,500 neighborhood students and more than 50,000 total lifelong community learners, operating nine elementary schools, four middle schools and four high schools across 15 cities and townships.

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.

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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