

Prime Inc. Adopts Benefitfocus HR InTouch Marketplace

Leading North American transportation services company to move benefits administration to the Benefitfocus Cloud

CHARLESTON, S.C., April 22, 2014 /PRNewswire/ -- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits software solutions, today announced that Prime Inc. has selected [Benefitfocus HR INTOUCH MARKETPLACE®](#) to facilitate the compliance of its benefits administration with the Affordable Care Act (ACA). Founded in 1970 in Springfield, MO, Prime provides cutting-edge transportation services throughout North America with more than 6,000 refrigerated, flatbed and tanker operators. *HR INTOUCH MARKETPLACE* integrates all benefits-related data in a single portal that is accessible from any web-enabled device, offering Prime's growing workforce of more than 4,500 associates a convenient channel to shop for and enroll in all their benefits.



"Due to the nature of the transportation industry, we have a diverse and geographically dispersed workforce with a large population of variable-hour associates," explained Olivia Guthrie, Human Resource Director for Prime Inc. "With an intuitive design and a suite of administrative tools, *HR InTouch Marketplace* alleviates our concerns around the complexity of managing benefits in light of ACA requirements. It is also a solution we needed to increase awareness of the health and wellness options we have made available to our workforce."

With data exchange capabilities and a dynamic, rules-driven workflow, *HR INTOUCH MARKETPLACE* automates enrollment transactions and eliminates tasks that Prime previously managed on paper. The portal presents associates with all benefit options for which they are eligible in a single workflow and incorporates educational videos that associates can access during the enrollment process for clarification on the details of each plan. Additionally, the [BENEFITFOCUS® Plan Shopping App](#) allows associates to compare options based on coverage, usage and out-of-pocket costs, helping associates evaluate benefits in relation to their specific needs.

Benefitfocus has designed *HR INTOUCH MARKETPLACE* with the idea that everyone is eligible for some sort of coverage, enabling employers to address the benefits needs of their whole workforce. Employers can configure the enrollment workflow to incorporate required communication like public exchange notices accompanied by acknowledgment forms that confirm associates have received necessary information. In addition, the *HR INTOUCH MARKETPLACE* communication portal allows Prime to deliver messaging tailored to segments of its workforce for various events, such as when they become eligible for benefits as a result of a life event or if they qualify for coverage under the ACA's look-back provision. Administrators can then track data for auditing and reporting purposes and to identify plan participation trends using the portal's reporting tools.

"Prime Inc. has demonstrated tremendous ingenuity in the use of information and communications technology to maintain world-class service in the competitive transportation industry," said Benefitfocus President and CEO Shawn Jenkins. "We are proud to be selected as the benefits software provider for a company that recognizes the capabilities that innovative technology enables. We engineer solutions that simplify compliance with complex new regulations while addressing the rising demands of healthcare consumers."

Olivia Guthrie, Human Resource Director for Prime Inc., will discuss the value of Benefitfocus Technology at the upcoming Benefitfocus conference, One Place. 2014. She will participate in a roundtable discussion, joining current Benefitfocus clients and other recent adopters of *HR INTOUCH MARKETPLACE*. To view the full agenda or to register for the conference, visit www.benefitfocus.com/one-place-2014/.

About Prime, Inc.

Founded in 1970 by Robert Low, Prime Inc. is North America's most successful refrigerated, flatbed, tanker, intermodal and logistics trucking company. Headquartered in Springfield, MO, Prime's personnel, equipment and technology remains on the

cutting edge of the transportation industry, and the company's growth remains steady and well managed.

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 20 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 marketplace technology and administration of all types of core benefit plans, including healthcare, dental, life and disability insurance and voluntary benefits plans, such as critical illness, supplemental income and 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 lack of a long-term public market for Benefitfocus' stock and potential volatility; the need to innovate and provide useful products and services; our ability to compete effectively; reliance on key personnel; privacy, security and other risks associated with our business; and the other risk factors set forth from time to time in our filings with the Securities and Exchange Commission. These documents are available within the Investor Relations section of the Benefitfocus website at <http://investor.benefitfocus.com/sec.cfm> or at www.sec.gov. Benefitfocus assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

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