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FOR IMMEDIATE RELEASE

**Complete Benefit Alliance and BenXpress Announce Alliance
to Provide Clients with Best-in-Class Experience**
*Partnership Will Provide Clients with Seamless Benefits
Administration and Enrollment Process*

BIRMINGHAM, AL (April 28, 2015) – Complete Benefit Alliance (CBA), a national provider of employee benefits communications and enrollment solutions, and BenXpress, a benefits enrollment and administration solution, have formed a partnership that provides an integrated approach to benefits administration and enrollment. The CBA and BenXpress relationship will ensure that both company’s clients have access to industry leaders who can guide them through the entire benefits enrollment and administration process.

“This partnership will allow both companies to provide support for employers from the formation through implementation of their benefits programs. BenXpress has a progressive and highly flexible technology platform to provide employers with the enrollment and administration system while CBA provides experienced professionals who create and execute enrollment strategies that educate employees about benefits offerings and facilitate enrollment,” said Steven R. Griffin, CEO of Complete Benefit Alliance.

CBA’s call center and personalized enrollment process will complement BenXpress’ simple, user-friendly interface, creating a fully integrated solution for employers in their benefit offerings.

“The CBA and BenXpress alliance will provide employers access to a more comprehensive suite of services than we are able to offer separately. This partnership was a natural evolution of our current relationship with CBA as both companies share the same philosophy of putting our clients’ needs and interests first – we are constantly exploring new ways to offer more value to our clients,” said Matthew Czmer, Co-Founder of BenXpress.

About Complete Benefit Alliance:

Complete Benefit Alliance (CBA) is an industry leader in providing benefit enrollment and administration services to employers with 1,000+ employees. The company was founded in 1997 and offers multiple enrollment delivery solutions for clients on a national basis. CBA helps employers deliver an excellent benefit experience while elevating their benefit knowledge through improved employee education.

About BenXpress:

AccordWare LLC / BenXpress was founded in 2005 with the mission of providing enterprise class services and technology for the administration of employer benefit programs. With a combined experience of over 50 years in benefit enrollment solutions, BenXpress has the knowledge and experience to get clients up and running quickly, and smoothly.

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