

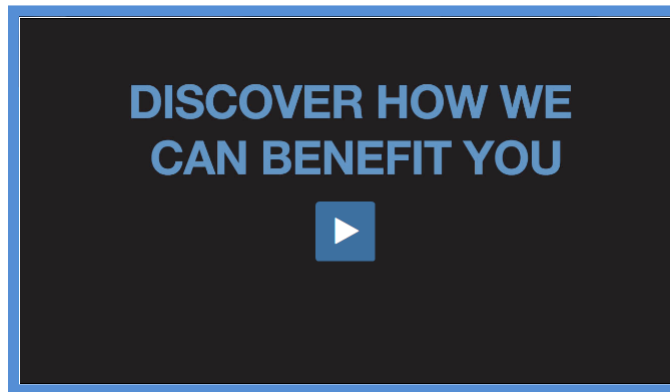


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**FOR IMMEDIATE RELEASE**

**Complete Benefit Alliance Video Launch**  
*Video Provides a Creative View of the Organization's  
Unique Benefits Administration and Enrollment Solutions*

**BIRMINGHAM, AL** (June 30, 2015) – Complete Benefit Alliance (CBA), a national provider and industry leader of employee benefits communications and enrollment solutions, launches a creative and engaging video to the public. Designed as a powerful vehicle to drive brand awareness, the video highlights the company's personalized customer service and offerings to employers, employees, brokers and insurance carriers.



“At CBA, we are proud of our fully integrated and comprehensive suite of solutions and were looking for a unique tool to help spread this message. What better way to get the word out in this digital age than with a creative video? Additionally, we recently completed production of our state-of-the-art, progressive and scalable Call Center, now servicing upwards of a 75,000+ life case. Bottom line is that we partner with employers for an accurate and efficient enrollment process, consistent education, decision-support and quality messaging, while improving the way employees enroll, participate and perceive their benefits. It's a win-win experience for all parties involved,” said Steven R. Griffin, CEO of Complete Benefit Alliance.

**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.

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