

PLANSOURCE

Aetna and PlanSource launch the Aetna Open Market Insurance Marketplace in California

Aetna's Private Marketplace Will Offer Aetna Products Developed Exclusively for the California Healthcare Market

Orlando, FL – April 29, 2014 – [PlanSource](#), a cloud-based provider of benefits administration, exchange, payroll, and HRIS solutions to employers, today announced that it is partnering with Aetna, one of the nation's leading diversified health care benefits companies, to launch the Aetna Open Market Insurance Marketplace in California.

Aetna Open Market, a private marketplace offering Aetna's products developed exclusively for California's healthcare market, will run on PlanSource's MyPlanSource platform, a complete marketplace and exchange platform for businesses with 100 to 5,000 employees. Aetna joins other leading carriers and brokers across the country using MyPlanSource to increase their visibility in the fast-growing market for marketplace and exchanges.

"Aetna is at the forefront of the shift in providing insurance benefits through a private marketplace," said Mike Giar, vice president of sales and service in Southern California for Aetna. "We wanted a company that had a proven track record in marketplace exchanges and in designing the best benefits shopping experience. We were very impressed at PlanSource's speed and effectiveness in moving from initial product design to the launch of the marketplace. In addition, PlanSource's extensive broker relationships and packaged exchange marketing solutions are helping us facilitate our expansion and reach with mid-sized business in California."

"Our selection by Aetna for their private marketplace helps solidify our position as a leader in private healthcare exchanges," said PlanSource president, Scott Carver. "As the market shift to deliver benefits through private exchanges continues to gain momentum, it's critical for carriers and brokers to maximize their product and customer reach. Using the proven MyPlanSource platform, with its ease of implementation and capacity to scale quickly, gives carriers an effective way to accomplish that. Our integrated defined contribution capability and advanced decision support options also provide a retail-oriented solution that end users will immediately feel comfortable with as they shop for their benefits."

About PlanSource

PlanSource is a cloud-based, on-demand software provider that revolutionizes the way healthcare and employee benefits are bought, sold and managed with a comprehensive array of integrated services including benefits administration, decision support, payroll, and HRIS technology. PlanSource technology solutions are delivered through strategic insurance carriers, brokers and exchanges who partner with

PlanSource in order to increase their retention rates, revenue, and the overall value they bring to their customers. For information, visit <http://www.plansource.com>.

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