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Flexible Benefit Service Corporation Launches New Audience-Driven Web Site

ROSEMONT, IL (November 14, 2011) – Flexible Benefit Service Corporation (Flex) announced today that it has launched a new web site at www.flexiblebenefit.com, which is designed to simplify the end-user experience for its three main audiences: Producers, Employers and Employees.

In conjunction with the web site launch, Flex has developed a **promotional video** that highlights the new look and feel of the audience-driven web site. The simple, new site structure allows end-users to easily locate tailored information based on their audience type. Producers and Employers will gain access to audience-specific product information, customized resources, interactive quote/proposal request forms and more. Whereas, Employees will be able to learn more about the benefits their employer offers through Flex.

“We pride ourselves on continually identifying and investing in ways to better serve our clients,” said John DiVito, president of Flex. “The ultimate goal for launching the new web site is to enhance the client experience on every level of the sales process through an interactive, audience-driven approach.”

Included with the introduction of the new web site, Flex is repackaging its Flex125[®] Cafeteria Plan product offering. Employers will now have the option to purchase FlexFSA[™] Flexible Spending Accounts, FlexPOP[™] Premium Only Plans and FlexNDT[™] Non-Discrimination Testing on a stand-alone basis, if they don't want a full Cafeteria Plan. Employers will still be able to purchase the full Flex125 Cafeteria Plan, which automatically includes all three of these stand-alone products.

For more information about Flex, visit www.flexiblebenefit.com or call 888-353-9178.

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About Flexible Benefit Service Corporation

Flexible Benefit Service Corporation (Flex), headquartered in Rosemont, Ill., is a leader in the health insurance and benefits administration markets. Since 1988, it has offered cost-effective healthcare solutions integrated with unparalleled expertise, service and technology to health insurance Producers, Employers and Employees. Their two primary divisions include the Flex General Agency and Flex Plans. The General Agency offers health insurance Producers free access to leading health, Medicare and ancillary/voluntary insurance carriers, products, resources and more. The Flex Plans division serves Employers and Employees through its in-house portfolio of benefits administration products that are designed to add cost-effective value to any employee benefits package. Through its comprehensive understanding of the health insurance and benefits administration markets, Flex presents a cutting edge perspective on finding solutions for the rising cost of health care.