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Intercare Helps Bay Area Employers Learn How to Achieve Lower Health Care Costs While Improving Productivity

*Company Hosts Seminar Focused on Unique Approach to
Health Benefits Planning that Delivers ROI of 5:1*

SAN DIEGO, Jan. 22, 2007 — Intercare Insurance Solutions, a leader in innovative benefits consulting and services, today announced it hosted a breakfast seminar where San Francisco Bay Area employers learned about a unique approach to health benefits planning that delivers an ROI on health care dollars of approximately 5:1. David Hom, chairman of the board for the Center for Health Value Innovation and former vice president of strategic initiatives for Pitney Bowes Inc., was the featured speaker at the invitation-only event. Hom's presentation, "Total Value—Total Return", focused on the most critical success factors of Pitney Bowes' groundbreaking and innovative health benefits program.

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“Employers of all size continue to face increasing employee health benefit costs and we believe the Pitney Bowes’ approach to health benefits planning can help them meet this challenge head on,” said Mike Barone, president for Intercare. “We’re thrilled we were able to offer this seminar to Bay Area employers so they could hear more about how one well-respected company is successfully managing health care costs while improving workforce productivity,” Barone continued. “This is just one of many ways we work with employers to help them design and implement health benefits programs that support their financial and human resource goals.”

“Total Value—Value Return” is the first in a series of briefings on value-based benefits to be offered by Intercare. This same seminar was conducted for employers in San Diego, California in March 2007. Because the previous seminar was so successful, Intercare decided to expand the series offering to employers in the Bay Area. Today’s event was held at Sofitel San Francisco Bay in Redwood City, California. Attendees included human resources, benefits and finance executives, as well as company presidents and CEOs from several prominent local companies. With the knowledge gained through this presentation, these individuals are more likely to be able to replicate the Pitney Bowes program, and its successful outcomes, in their own organizations.

“Some of today’s most popular cost control strategies may actually be counter-productive to an organization’s efforts to managing health costs and productivity,” said Hom. “The value-based benefits design used by Pitney Bowes is part of the culture of health that has been created for Pitney Bowes’ employees and their families. By focusing on health and wellness vs. health care, a value-based approach can save lives, save money, and create value. We applaud Intercare for hosting this seminar and supporting opportunities where employers can learn from one another.”

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About Intercare Insurance Solutions

Intercare Insurance Solutions was founded in 1994 by insurance professionals who realized that the role of the broker was dramatically changing due to massive industry consolidation. Since then, Intercare has evolved into an organization comprised of highly-skilled brokers backed by experienced insurance, financial, medical and service-focused experts and processes. The company's unique approach enables them to deliver insurance programs that support each client's financial and HR objectives. Headquartered in San Diego, California, the company provides customized solutions to more than 800 clients. For more information, please visit www.intercaresolutions.com.

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