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Benefit Associates announces Mark Sherman joins firm

Move is part of exploratory phase of business merger

INDIANAPOLIS—April 1, 2009—Benefit Associates, one of Indiana’s leading employee benefit firms, welcomes consultant Mark Sherman to its management team. Mark’s move to Benefit Associates is the first step in an anticipated merger with Benefit Consultants where he is senior consultant.

“Mark brings Benefit Associates’ clients a unique perspective and his depth of experience builds on our current strengths,” says Bryan K. Brenner, CEO. “His coming on board complements our capabilities and will allow us to maintain our high level of service as our business continues to grow.”

With a degree in accounting from Manchester College and nearly 30 years in human resources with such companies as Price Waterhouse, Walker Information, Universal Flavors, and Brightpoint in addition to his work with Benefit Consultants, Mark understands both the financial and the personal side of employee benefits. At Benefit Associates, he will be involved in client service, business development, and relationship management.

About Benefit Associates

Benefit Associates, one of Indianapolis’ top benefits firms, creates customized employee healthcare and welfare benefit programs, wellness strategies and internal marketing tailored to a client’s specific needs, culture and goals. For more information, visit www.WorkingWell4You.com or visit blog.workingwell4you.com for the latest information on the convergence of health and wealth issues.