

Benefitfocus Wins Silver in the 2016 Brandon Hall Group Excellence Awards in Technology

Product innovation meets emerging needs for employers and employees grappling with changes in health care benefits and consumption

CHARLESTON, S.C., Jan. 19, 2017 /PRNewswire/ -- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits management software, today announced the [BENEFITFOCUS® Marketplace](#) won a coveted Brandon Hall Group silver award for excellence in the Best Advance in Compensation and Benefits category. The company's strong culture of innovation continues to advance its popular enterprise benefits management platform. Today, more than 825 large employer customers use the BENEFITFOCUS® Marketplace along with the platform's integrated portfolio of products and services to help reign in health care costs and engage their workforces.



"As employees take on more responsibility for choosing and paying for an increasingly complex array of health care benefits, we're dedicated to making it easier for them to select what's most effective for their health and financial needs," said Benefitfocus CEO Shawn Jenkins. "We're honored to be recognized by Brandon Hall for our commitment to advancing technology to improve lives through technology."

A panel of veteran, independent senior industry experts, and Brandon Hall Group senior analysts and executives evaluated the entries based upon the following criteria:

- | **Product:** What was the product's breakthrough innovation?
- | **Unique differentiators:** What makes the product unique and how does it differ from any competing products?
- | **Value proposition:** What problem does the product solve and/or what need does this product address?
- | **Measurable results:** What are the benefits customers can expect to experience as a result of using this product?

"We congratulate our Technology Award winners, and also thank them for leading the way in designing and utilizing technologies that empower organizations to enhance - and in some cases transform - their organizations," said Rachel Cooke, Chief Operating Officer of Brandon Hall Group and head of the awards program. "Our research shows that Human Capital Management technology is a primary driver of innovation, and our award-winning organizations serve as models of success."

"Another significant finding of our research is the importance of optimizing the employee experience as a driver of engagement and retention," said Brandon Hall Group CEO Mike Cooke. "The technology user experience plays an increasingly large role in shaping the employee experience, and these award winners are creating leading practices that deserve validation and recognition."

The BENEFITFOCUS® Marketplace was also named a winner in two separate categories - health care and enterprise software - in Best in Biz Awards, the only independent business awards program judged by members of the press and industry analysts. Winners of Best in Biz Awards 2016 were determined based on scoring from an independent panel of 50 judges from widely known newspapers, business, consumer and technology publications, TV outlets, and analyst firms.

Learn more about Benefitfocus' solutions at www.benefitfocus.com/solutions.

About Benefitfocus

Benefitfocus (NASDAQ: BNFT) provides a leading cloud-based benefits management platform that simplifies how organizations and individuals shop for, enroll in, manage and exchange benefits. Every day leading employers, insurance

companies and the consumers they serve rely on our platform to manage, scale and exchange benefits data seamlessly. In an increasingly complex benefits landscape, we bring order to chaos so our clients and their employees have access to better information, make better decisions and lead better lives. Learn more at www.benefitfocus.com, [LinkedIn](#) and [Twitter](#).

About Brandon Hall Group, Inc.

With more than 10,000 clients globally and 20 years of delivering world class research and advisory services, Brandon Hall Group is the most well-known and established research organization in the performance improvement industry. We conduct research that drives performance, and provides strategic insights for executives and practitioners responsible for growth and business results.

Brandon Hall Group has an extensive repository of thought leadership, research and expertise in Learning and Development, Talent Management, Leadership Development, Talent Acquisition and Human Resources. At the core of our offerings is a Membership Program that Empowers Excellence Through Content, Collaboration and Community. Our members have access to research that helps them make the right decisions about people, processes, and systems, combined with research-powered advisory services customized to their needs. (www.brandonhall.com)

Except for historical information, all of the statements, expectations, and assumptions contained in this press release are forward-looking statements. Actual results might differ materially from those explicit or implicit in the forward-looking statements. Important factors that could cause actual results to differ materially include: the need to innovate and provide useful products and services; changes in government regulations; the immature and volatile nature of the market for our products and services and other factors that could impact our anticipated growth; management of growth; fluctuations in our financial results; general economic risks; reliance on key personnel; our ability to compete effectively; our ability to maintain our culture and recruit and retain qualified personnel; privacy, security and other risks associated with our business; and the other risk factors set forth from time to time in our SEC filings, copies of which are available free of charge within the Investor Relations section of the Benefitfocus website at <http://investor.benefitfocus.com/sec.cfm> or upon request from our investor relations department. Benefitfocus assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/benefitfocus-wins-silver-in-the-2016-brandon-hall-group-excellence-awards-in-technology-300392974.html>

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