



**FOR IMMEDIATE RELEASE**

**HealthEquity, Inc., Extends Industry  
Leadership with Appointment of New Chairman**

**Jon Kessler, Longtime Consumer Directed Benefits Industry Leader,  
Joins HealthEquity Board of Directors**

Draper, Utah – March 17, 2009 – HealthEquity, Inc. announced today that Jon Kessler, founder and former CEO of WageWorks, is joining its management team and Board of Directors. Kessler will hold the title of Executive Chairman.

With Kessler's added expertise, extending back to his role as a Senior Economist in the administrations of Bill Clinton and George H.W. Bush, HealthEquity strengthens its breadth of leadership within the personal healthcare financial services industry. Additionally, HealthEquity and the executive management team led by CEO and founder, Steve Neeleman MD, further solidifies its leadership position among healthcare reimbursement account administrators.

"HealthEquity's goals are simple: help employers, health plans and ultimately working families and individuals spend less money for high quality healthcare and to keep their healthcare dollars safe and accessible," said Dr. Neeleman. "Jon's experience in business and government gives everyone at HealthEquity additional executive level support to achieve our goals in healthcare savings for our clients and their members."

"In today's economy, turning back rising healthcare costs is about saving money, jobs, maybe even lives," states Kessler. "I've concluded HealthEquity is the right organization to deliver positive results right now. Its HSA and consumer health information solutions, its culture of outstanding 24/7 consumer service, even its industry-leading fiduciary trust to keep members' healthcare dollars safe and accessible, all tell me HealthEquity is doing it, and doing it right. I am excited to be a part of HealthEquity."



**About HealthEquity<sup>®</sup>, Inc.**

HealthEquity helps hundreds of thousands, save hundreds of millions of healthcare dollars, all day, every day. HealthEquity is a personal healthcare financial services company providing employers, health insurers, benefits administrators, and financial institutions with integrated healthcare account-based (HSA/HRA/FSA/VEBA) administration and a population-based health and wealth service platform. Every HealthEquity member is supported by 24/7 access to a knowledgeable HealthEquity Specialist dedicated to helping consumers better understand and manage the financial side of healthcare. To learn more about HealthEquity, please visit [www.healthequity.com](http://www.healthequity.com).

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