



HealthEquity Chairman to Present at Gridley Conference

SALT LAKE CITY, January 3, 2011 – HealthEquity, Inc. Chairman Jon Kessler will present at the 10th Annual Gridley Conference Jan. 11, 2011, at the Jumeirah Essex House in New York City.

The conference showcases leading companies in the information, marketing, Internet, financial, technology, and outsourcing services industries. Tracks for public and private companies include presentations, panels, and one-on-one meetings aimed at giving senior-level executives and investment professionals an opportunity to learn about new growth companies, gain insights into industry issues and trends, and network with peers.

Kessler, who has attended past conferences, said, “The Gridley team works tirelessly to generate networking opportunities for entrepreneurs, executives, and financial sponsors. It’s one of the most valuable industry events I attend.”

Presenting companies provide an overview of their company’s business followed by a question and answer session.

“2010 was an outstanding year for HealthEquity. We stayed focused on helping account holders build health savings, nearly doubled assets under management, solidified our reputation as the HSA partner of choice, and won important endorsements from HR leaders in business large and small. Gridley is an excellent opportunity to showcase these successes and HealthEquity’s plans for the new year,” Kessler said.

The conference has a track record for showcasing “hot” private companies. Organizers report that roughly 55% of presenting companies go on to complete a successful sale or fundraising transaction.

About HealthEquity, Inc.

A personal health care financial services company, HealthEquity helps employers, employees, health insurers, benefits administrators, and financial institutions save on costs every day through its innovative integrated health care account (HSA, HRA, FSA, VEBA) administration and investment platforms. Every HealthEquity member is supported by 24/7/365 access to a knowledgeable HealthEquity specialist dedicated to helping consumers better understand and manage the financial side of health care. Learn more about HealthEquity at www.healthequity.com.

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