



HealthEquity Named Best Marketing Team of the Year at the 2015 Utah Marketing Awards

Award Recognizes the Company's Exceptional Marketing Efforts

SALT LAKE CITY (November 13, 2015) — HealthEquity, Inc. (NASDAQ: HQY) announced that it was honored by the American Marketing Association (AMA) Utah Chapter with the distinction of “Best Marketing Team of the Year.” HealthEquity and fellow winners were recognized at the Utah Marketing Awards banquet on November 11 in Salt Lake City. Winning this award celebrates HealthEquity’s continued industry-leading marketing strategies in helping Americans spend intelligently and save wisely for health care.

“We’re honored to receive such recognition by the esteemed American Marketing Association Utah Chapter,” said Cody Dingus, HealthEquity vice president of marketing. “At HealthEquity, we recognize the importance of educating members about the many facets of health savings accounts. This award honors our talented team and the distinct multi-media resources we have developed to help audiences understand and build health savings.”

All of HealthEquity’s marketing and creative strategy is executed in-house by a multi-functional team. They operate distinctly within the company as a full-service marketing agency, offering their services to business partners. The collaborative team of creatives, writers, designers, web developers and video artists, together create strategic communication plans and tools that serve over 27,000 US employers, 1.5 million American households, and 70 of the nation’s largest health plans.

Breaking down the many components of an HSA, HealthEquity’s marketing team has collaborated to design attention-grabbing and easy-to-understand brochures, videos and website tools that demonstrate the various ways each individual consumer can benefit from an HSA. Because of these strategies and the exceptional product and services delivered by HealthEquity, the company is one of the largest and fastest-growing HSA custodians in the country.

"Utah is fast becoming renowned as a hub of great marketing talent. Exceptional marketers advance our profession by inspiring teams, raising the bar and elevating the profile of marketing within the Utah business community," said Emma Wimberley, president of the Utah Chapter of the AMA. "The goal of the Utah Marketing Awards is to recognize and celebrate these marketers, as well as the successful strategies, tactics and technologies they use."

About HealthEquity

Founded in 2002, HealthEquity is one of the nation’s oldest and largest dedicated health savings custodians. The company’s innovative technology platform and tax-advantaged accounts help members build health savings, while controlling health care costs. HealthEquity services more than 1.5 million health savings accounts for 70 health plan partners and employees at approximately 27,000 companies across the United States.

About the Utah Chapter of the American Marketing Association

The American Marketing Association (AMA) is a long-standing and trusted source for knowledge, educational and career development resources, and thought leadership in marketing. Local membership to the Utah Chapter provides marketers and other business professionals access to a wide variety of proprietary tools and resources that allow them to excel in their respective fields. The annual Utah Marketing Awards is one of many opportunities to associate, network, and share ideas with AMA members and the greater business community through participation with the Utah Chapter of the AMA. For more information, visit www.utahama.org.

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