



More Than 12,000 Employers Choose HealthEquity

SALT LAKE CITY, January 4, 2011 – HealthEquity, Inc. announced that its client base nearly doubled last year. The Company now provides health account (HSA, FSA, HRA, and VEBA) administration services for more than 12,000 employer groups nationwide.

In 2011, the health care financial services firm expects to reach \$400 million in managed assets and 250,000 custodial accounts. Managed assets in HealthEquity HSAs have seen compound annual growth of 105% over the past four years. And the company was number one in asset and account growth among HSA custodians in 2010.

HealthEquity credits its performance to a maturing HSA market. “Many of our clients came to us after going around the block with other banks and administrators for their first experience with HSAs,” said Dr. Stephen Neeleman, HealthEquity’s founder and CEO. “They learned the value of a partner that really understands both health and customer service and that will partner with them to educate employees and make their consumer-directed health care strategies work.”

HealthEquity staffs its member services call center 24/7/365 and has live specialists available to answer questions from employers and employees both during open enrollment and once an employer’s plan year begins. “At HealthEquity, we pride ourselves on partnering with employers throughout the process,” Dr. Neeleman said.

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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