

HealthEquity Named Best Benefits Delivery Winner in Ninth Annual Paybefore Awards

SALT LAKE CITY, January 15, 2015 – Paybefore has selected HealthEquity, one of the largest health savings account providers, as a 2015 Paybefore Awards winner in the Best Benefits Delivery category. For nine years, Paybefore Awards has conferred the most prestigious recognition of excellence in the worldwide prepaid, mobile and emerging payments industry. The awards are presented annually by Paybefore, whose publications are the leading source of industry information for emerging payments executives.

“We are pleased to be recognized for our efforts to help Americans make better health care decisions and build health savings for life,” stated HealthEquity SVP of Operations Lucy Feldkircher. “Our health accounts paired with a convenient VISA® debit card, 24-hour live advisor support and comprehensive educational resources provide a truly unique and empowering member experience.”

HealthEquity was selected by a panel of five industry experts who served as judges for this year’s competition, which—once again—included entries from around the world.

“This year’s Paybefore Awards have demonstrated once again that payments companies are committed to driving out the inefficiencies of cash and checks, while also increasing value for clients and end users,” said Loraine DeBonis, Paybefore editor-in-chief and chair of the judging panel. “We’re proud to recognize HealthEquity’s contributions to advancing electronic payments.”

HealthEquity will vie for Best-in-Category distinction, which will be announced during the Paybefore Awards ceremony on February 24 at the All Payments Expo <<http://www.iirusa.com/allpaymentsexpo/venue.xml>>. Visitors to Paybefore.com will have a chance to vote on Best in Category through January 28, 2015. The outcome of this vote (counted as one-sixth of the total) will be combined with the five judges’ picks to determine Best-in-Category honorees.

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 works with 70 health plan partners and services more than 1.1 million health savings accounts for employees at 27,000+ companies across the United States. To learn more, visit www.HealthEquity.com.

About Paybefore

Paybefore is the leading information provider to prepaid, mobile and emerging payments industry professionals, offering the latest news, commentary and analysis. Paybefore's family of industry publications includes: Paybefore.com; Pay News™; Pay Gov™; Pay Week™; Pay Op-Ed™; Pay Magazine™, a biannual print publication featuring in-depth articles on the opportunities, challenges and trends in the global payments industry; and the only industry directory, Pay Connect™ buyer's guide, available online and in print. Visit us at www.paybefore.com <<http://www.paybefore.com>>.