

Alex Arnet to Lead Emerging Markets for HealthSmart

HealthSmart Holdings Poised for Growth with Creation of Emerging Markets Initiative

Dallas, TX September 12, 2011

HealthSmart Holdings today announced that Alex Arnet will lead the Company's strategic development initiatives. Mr. Arnet will transition from his role of Chief Sales Officer, where he led the sales team and produced top revenues over the past three years. As Senior Vice President of Strategic Development, he will focus on positioning HealthSmart to leverage opportunities in emerging markets.

"We are excited about this move, especially at a time when the market is in transition. There are many great opportunities out there and we believe that Alex, with his knowledge, experience, and relationships, will align our service and product delivery model for significant additional growth over the next five years," said Jim Pennington, President.

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About HealthSmart

HealthSmart Holdings, Inc. is an innovative healthcare solutions company that manages more than \$3.2 billion in claims. The company's headquarters is in Irving, Texas, and it currently maintains seven service operations around the country. The HealthSmart companies are dedicated to delivering integrated self-funded solutions by utilizing proprietary products and services, including benefit administration, provider networks, care management, prescription benefit management, primary clinic management, stop-loss solutions and innovative information system technology. HealthSmart's mission is to improve member health while reducing healthcare costs.