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FOR IMMEDIATE RELEASE

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Flex to Educate Brokers and Employers on Healthcare Reform at Upcoming Events

Flex Invited to Offer Guidance on the Impact of Healthcare Reform

ROSEMONT, Ill. (March 2, 2011) – Flexible Benefit Service Corporation (Flex) today announced Allen Wishner, CEO, and Mark Lam, policy compliance and relationship manager, have been invited to speak at several upcoming industry meetings. Mark and Allen will offer guidance to health insurance brokers and employers on the ever-changing topic of healthcare reform, including what they need to do now in response to the new law, strategies for implementation, latest legislative developments and more.

Allen Wishner will present to brokers at the following event:

- Greater Chicago Chapter of the Society of Financial Service Professionals (SFSP) on Tuesday, March 8, 2011 at the Hilton Lisle/Naperville in Lisle, Illinois.

Mark Lam will present to employers and brokers at the following upcoming events:

- [Calumet Area Industrial Commission \(CAIC\) luncheon](#) on Tuesday, March 8, 2011 at the Ford Torrence Avenue Assembly Plant in Chicago, Illinois.
- Chicago & Northeastern Illinois Association of Health Underwriters (CNIAHU) on March 9, 2011 at Chevy Chase Country Club in Buffalo Grove, Illinois.
- Chicago Southland Association of Health Underwriters (CSAHU) on March 17, 2011 at Midlothian Country Club in Midlothian, Illinois.

Allen Wishner is co-founder and Chief Executive Officer at Flex, an active member of the Employer Council on Flexible Compensation (ECFC) and designated in the area of Certified Flexible Compensation Instruction. Allen is responsible for the development and promotion of plan designs that pursue consumer-driven economics including Health Savings Accounts (HSAs), Cafeteria Plans and Health Reimbursement Arrangements (HRAs).



Mark Lam is very active in assisting and educating health insurance brokers and employers in designing innovative, compliant plan designs that help achieve employee benefit goals. He is the primary instructor in the FlexUNIVERSITY™ series of accreditation seminars, an active member of the Employer Council on Flexible Compensation and designated in the area of Certified Flexible Compensation Instruction.

Since 1988, Flex has administered tax-advantaged, consumer-driven programs for businesses throughout the U.S., including FSAs, Health Reimbursement Arrangements (HRAs), Health Savings Accounts (HSAs), Transit/Parking Reimbursement Accounts (TRAs), COBRA and more. Flex leverages their superior customer service and unmatched industry expertise to successfully deliver solutions that fit the needs and budget of any size business.

For more information on having Allen Wishner or Mark Lam present at an upcoming event, please call 888-FLEX1ST. To learn more about Flex, please visit www.flexiblebenefit.com.

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About Flexible Benefit Service Corporation

Flexible Benefit Service Corporation (Flex), headquartered in Rosemont, Ill., offers access to leading solutions in the benefits administration and health insurance markets. Founded in 1988, the primary goal at Flex is to promote cost-effective healthcare through the use of consumer-driven strategies and tax-advantaged programs. With cutting-edge technology, strong industry relationships and superior customer service, Flex provides the resources to continually exceed this goal. For more information, visit www.flexiblebenefit.com.