

**News Release
For immediate release****American Republic Insurance Company and HealthEquity
To Offer Integrated HSAs**

Des Moines, IA – April 12, 2006 – American Republic Insurance Company, a leader in the individual health insurance market based in Des Moines, Iowa, and HealthEquity[®], Inc., a leader in complete consumer driven health coverage solutions based in Salt Lake City, Utah, are joining forces to offer an integrated Health Savings Account (HSA) based health plan to American Republic's customers.

“Adding HealthEquity's robust program as a compliment to our HSA qualified plans will create a complete package of services for our customers,” states Elizabeth Powell, Senior Vice President, Individual Health Market at American Republic Insurance Company. “Together, we can deliver an opportunity for customers to better manage their health care dollars by providing the tools they need to make the right decisions about their health care.”

“We are excited to work closely with American Republic Insurance Company who shares our vision of client choice and support,” remarked Dennis Stover, Senior Vice President over Corporate Development at HealthEquity. “The partnership between our companies will provide many individuals and small businesses with a robust and integrated consumer-driven program that provides a seamless experience to our clients.”

An HSA is a tax-advantaged account that is paired with a high deductible health plan (HDHP) to provide individualized, cost effective health coverage. Contributions an individual makes to an HSA are tax deductible within limits, and earnings and distributions are tax free when used for qualified medical expenses.

Combining American Republic's HDHPs and HealthEquity's HSA product will provide an integrated solution for the convenience of our customer with no additional forms to complete. American Republic will cover the customer's HSA enrollment fee and monthly

fees for the first 12 months. Customers selecting this plan will have coverage flexibility, freedom to choose their own doctors and hospitals and cost savings through the use of a preferred provider. HealthEquity maximizes customers' ability to control their health care expenses by providing industry-leading client advisory services including 24-hour customer service, a 24-hour Nurse Hotline, online diagnostic programs, Rx re-pricing information and other cost-saving tools.

About American Republic Insurance Company

With more than 75 years in the insurance business, American Republic has built a tradition that has helped them become *The Care Company*®. American Republic is licensed in 49 states and provides customers with an array of high quality individual health and life protection products and services that offer choice, independence and peace of mind.

For more information about American Republic Insurance Company, please visit www.americanrepublic.com.

About HealthEquity® , Inc.

HealthEquity offers a complete solution for businesses and individuals that are seeking a consumer driven health plan. HealthEquity specializes in offering health care accounts, such as health savings accounts, supplemented with unparalleled health care financial services and client advisory tools. These tools give clients the support they need to navigate the health care system and make wise spending decisions. HealthEquity offers our consumer-driven solution as a stand alone product and as an integrated product through our business partners. HealthEquity manages consumer-driven plans for over 1000 employer groups nationwide.

For more information about HealthEquity, please visit www.HealthEquity.com.

###

MEDIA CONTACTS:

Elizabeth Powell
Senior Vice President
American Republic Insurance Company
402-496-8260
elizabeth_powell@aric.com

Mark Neeleman
HealthEquity Media Relations
801-519-9656
mneeleman@healthequity.com