



HealthEquity® Chosen To Provide HSAs for High-Risk Insurance Pool

SALT LAKE CITY, July 19, 2010 – HealthEquity, Inc., has been chosen by the Utah Comprehensive Health Insurance Pool (HIPUtah) to help members build health savings through HSAs.

HIPUtah provides health benefits to individuals with conditions such as cancer, diabetes, and heart disease who cannot obtain insurance from traditional insurance carriers. While some believe HSAs are only for the healthy, a full 40% of HIPUtah's 4,200 members have chosen HSA-compatible health plans.

HIPUtah members who open HSAs with HealthEquity will have access to all their HIPUtah medical claims payment information and history, specific options and education on ways to spend less and save more on healthcare, and 24/7/365 live support from HealthEquity's healthcare finance specialists.

"People with significant medical conditions must have the tools to spend and save healthcare dollars wisely," said Jon Kessler, HealthEquity Chairman. "We are pleased to be partnering with HIPUtah to deliver those tools to its members."

For more information about HIPUtah and the plans it offers, visit SelectHealth, the program administrator for the State at <http://selecthealth.org/plans/government/Pages/HIPUtah.aspx>.

About HealthEquity Inc.

HealthEquity helps hundreds of thousands save hundreds of millions of health care dollars all day, every day. HealthEquity is a personal health care financial services company that provides employers, health insurers, benefits administrators, and financial institutions highly 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. To learn more about HealthEquity, please visit www.healthequity.com.

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