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For immediate release

**HealthEquity Launches Improved Personal HSA Desktop
with New PayChoice™ Platform**

Salt Lake City, Utah – August 3, 2006 – HealthEquity®, Inc., the number one provider of consumer driven health solutions to health plans and TPAs, announced that it has launched an enhanced version of the company's Personal HSA Desktop. The new web portal includes the PayChoice™ platform, an advanced payment and contributions system developed by HealthEquity, as well as enhanced navigation and increased product capabilities.

“PayChoice will simplify the payment process for our clients by providing them a robust internet payment system with some of the most advanced features in the market,” states Dave Hall, President and COO of HealthEquity. “HealthEquity is dedicated to developing new ways to enhance our clients’ experiences and ease the transition of consumers from traditional plans to higher involvement consumer driven healthcare.”

The Personal HSA Desktop is a one-stop shop for HealthEquity clients to manage their healthcare accounts and gain access to money saving, health enhancing healthcare financial services. The addition of PayChoice™ to the site expands the payment and contribution options available to users, adding features such as prescheduled payment capabilities, direct provider payments, easy to set-up electronic funds transfers, and more.

PayChoice™ enhances HealthEquity's already advanced consumer driven healthcare solution which includes a 24-hour client service line, a 24-hour nurse hotline, Health and Equity Advisory services, online diagnostic programs, online medical encyclopedias, Rx generics and pricing information, a hospital comparison tool, and other cost-saving, health-enhancing services.

About HealthEquity®, Inc.

HealthEquity offers a complete solution for businesses and individuals that are seeking consumer driven healthcare. HealthEquity specializes in offering healthcare accounts, such as health savings accounts, supplemented with unparalleled healthcare 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 was the first consumer driven healthcare company to offer an integrated HSA product and is the first and only consumer driven healthcare company to have a non-bank trustee license. HealthEquity manages consumer-driven plans for over 1,000 employer groups and 27 health plans and TPAs nationwide.

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

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