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Reliance Standard Joins Maxwell Health's Benefits Marketplace

BOSTON, April 27, 2015 -- Maxwell Health announced a partnership today with Reliance Standard Life Insurance Company (Reliance Standard) to include a top-line suite of life, long-term disability, short-term disability, dental, vision, critical illness and accident insurance products in Maxwell's benefits marketplace.

In business for more than a century, Reliance Standard is a leading ancillary employee benefits carrier, nationally ranked in group life and disability insurance. They market a full line of voluntary (employee-paid) coverage options including critical illness and accident insurance, and integrated absence management products for employers of all sizes. Reliance Standard's product portfolio and commitment to service excellence has made it a preferred partner among private exchange sponsors seeking to deliver simple, powerful, and valuable benefits solutions to their clients.

Bob Gaydos, VP of Strategic Partnerships at Maxwell Health said, "Reliance Standard has a great group portfolio for the small to medium size business, and they pair voluntary benefits products with group insurance products better than anyone else in the industry. They have proven to be nimble in response to the continuing changes brought by the ACA, and have developed a reputation for fantastic customer service. Reliance Standard is a very exciting addition for us."

Maxwell Health is an end-to-end operating system for benefits that includes a product and carrier-agnostic marketplace, a beautiful user interface, and an intuitive, lifestyle-based system that bundles benefits for simplified, personalized benefits enrollment. Groups using the platform have access to a comprehensive benefits administration system for HR administrators that supports complex benefits strategies for groups of any size, saving time, money, and paper. Maxwell engages employees after enrollment with an iOS and Android app that includes virtual insurance ID cards, providing benefits and wellness information 24/7.

Maxwell Health will combine Reliance Standard's suite of ancillary benefit products with other products and services within their customizable marketplace for seamless enrollment and benefits management. These include financial benefits such as

HRA/HSA/FSA, [Doctor on Demand](#) for telemedicine, [Care.com](#) for child care services, [Health Advocate](#)'s health concierge services, [HelloFresh](#) for healthy meal delivery, identity theft protection from [ID Watchdog](#), biometric screening from [BioIQ](#), and prescription optimization services from [RxREVU](#). The platform is also a comprehensive benefits administration solution that integrates with leading HRIS and payroll systems supports complex benefits strategies for groups of any size.

"We believe much of the market opportunity today lies in making it easy for individuals to understand, evaluate, purchase and use their benefits options in accordance with their families' needs and priorities," said Kirk Cooper, product lead for Voluntary and Exchange Products Marketing at Reliance Standard. "In that regard, Reliance Standard and Maxwell Health are fully aligned: Maxwell has built and continues to evolve a platform and service model that helps ensure employees are both informed and empowered to make better benefits decisions."

About Reliance Standard

Reliance Standard Life Insurance Company (Reliance Standard) is a leading insurance carrier specializing in innovative and flexible employee benefits solutions including disability income and group term life insurance, a suite of voluntary (employee paid) coverage options and fully integrated absence management. Reliance Standard markets these solutions nationwide through independent brokers and agents to employers of all sizes. Rated A+ (Superior) by A. M/ Best, Reliance Standard is a member of The Tokio Marine Group. Tokio Marine Holdings, Inc., the ultimate holding company, operates in the property and casualty insurance, reinsurance and life insurance sectors globally. The Group's main operating subsidiary, Tokio Marine & Nichido Fire (TMNF), was founded in 1879 and is the oldest and leading property and casualty insurer in Japan.

About Maxwell Health

Maxwell Health's mission is to empower people to take charge of their health and wellbeing through our revolutionary Health-as-a-Service platform. Our solution is an end-to-end operating system for benefits that includes a marketplace, a comprehensive benefits administration system, and a mobile platform where employees access everything benefits-related, navigate the healthcare system, and manage their health and wealth. Maxwell's web portal and mobile app enhance the benefits experience by leveraging data from integrated services, meaning better, more informed health solutions. Market-leading benefits brokers, insurance carriers, PEOs, and other vendors license Maxwell's technology to use with their employer clients.

For more information, visit [reliancestandard.com](#) or [maxwellhealth.com](#).

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