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## **ACCLAIM BENEFITS REBRANDS & LAUNCHES NEW PARTICIPANT ACCESS WEBSITE**

MINNEAPOLIS, MINN.—(October 15, 2008) Acclaim Benefits, a Minneapolis-based third-party administrator, is pleased to debut their redesigned participant access website. “This new site is aimed at providing clients and participants with easier access to information in a more intuitive and user-friendly format,” said Jeff Ackerson, Acclaim Benefit’s President. Earlier this year, Acclaim Benefits launched the marketing portion of their rebranded website at [www.acclaimbenefits.com](http://www.acclaimbenefits.com).

Working with Inetium, a Minneapolis-based technology firm, Acclaim Benefits’ new participant site provides dynamic, user-friendly navigation with convenient online features, including:

- A user-friendly layout customized to each plan participant
- Quick navigation links to easily move throughout the site
- New Login Center with enhanced security features
- Multiple account access options
- Online resources and tools
- Frequently Asked Questions (FAQ)

In keeping up with innovative technology, the new participant site at Acclaim Benefits is another step in optimizing their overall technical capabilities as they also continue to leverage Optical Character Recognition (OCR), imaging, data integration solutions, and proprietary technology.

Ackerson commented, “We are excited to announce the release of our new participant site. The site was designed to provide our end customers - our participants with a secure, intuitive and informative site to answer questions, provide additional information, and interact electronically with Acclaim Benefits. The site is dynamic in the sense that it presents information which is relevant to each individual based upon the unique set of services we are providing them.” Ackerson continued, “This new participant site is also designed to support our efforts to become a more eco-friendly company, encouraging users to move away from paper files to a more convenient electronic system.”

The new participant site is available through the previously redesigned corporate website at Acclaim Benefits and continues the corporate brand by encompassing flexibility, quality, and innovation.

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### **About Acclaim Benefits**

Acclaim Benefits is a leading national third-party administrator for **spending accounts, transportation benefits, continuation programs, and retiree billing**. For more than 25 years, Acclaim Benefits has been a trusted business partner to mid to large sized organizations nationwide offering flexible service options and competitive features that include innovative technology, comprehensive administration, educational seminars, and a personal approach to service. For more information about Acclaim Benefits, please visit [www.acclaimbenefits.com](http://www.acclaimbenefits.com).

### **About Inetium**

Inetium is an award-winning Microsoft Gold Certified partner. Headquartered in Bloomington, Minnesota, Inetium provides technology consulting services to organizations of all size throughout the United States. Inetium is committed to increasing people and organizational productivity by providing IT planning services, customer relationship management (CRM), business productivity, IT infrastructure, web strategies and real estate technology solutions. Inetium maximizes the value of its customers’ technology investments by helping them properly align their business and technology goals. Learn more about Inetium at [www.inetium.com](http://www.inetium.com).