

**Media Contact:**  
Janeane Turner  
Acclaim Benefits  
763.278.4620  
jturner@acclaimbenefits.com

## **ACCLAIM BENEFITS DEBUTS NEW CORPORATE IDENTITY & LAUNCHES REDESIGNED WEBSITE**

MINNEAPOLIS, MINN.—(July 10, 2008) Acclaim Benefits, a Minneapolis-based third-party administrator, is pleased to debut their newly designed website ([www.acclaimbenefits.com](http://www.acclaimbenefits.com)) and corporate brand identity.

Working with Riley Hayes Advertising, a local Minneapolis firm, and Inetium, a Minneapolis-based technology firm, Acclaim Benefits' new corporate brand illustrates their Minnesota roots and commitment to provide flexible, value-based solutions that meet their clients' diverse needs.

Jeff Ackerson, Acclaim Benefit's President said, "Our new positioning statement, *Our Flexibility. Your Options.*, describes our service motto. In today's competitive marketplace we understand our clients' need seamless, efficient and customizable service options. Our goal is to provide a comprehensive menu of services in a personalized fashion."

Ackerson continued, "We have worked hard to establish Acclaim Benefits as a respected business partner to our clients and their employees both locally and nationally. I am pleased to say that we now have the additional pieces necessary to show prospective clients what our current clients already know - we deliver."

The new site offers a contemporary, easy-to-use layout that coincides with the new Acclaim Benefits corporate brand encompassing flexibility, quality, and innovation.

Some of the new site features include:

- a **News Room** to keep clients informed on the latest industry updates and news at Acclaim Benefits;
- an **Employee Resources** page for non-participants to access educational tools on the benefits of enrolling in their employer-sponsored plan;
- a simplified registration process for **Acclaim Academy seminars**;
- a **Site Map** to easily guide users through the site;
- and many more client-focused resources and tools.

Acclaim Benefits will follow-up their new corporate site with an upcoming launch of their new and improved participant account access site to include dynamic user-friendly navigation and paperless functionality for plan participants.

To visit the new web site, go to [www.acclaimbenefits.com](http://www.acclaimbenefits.com).

---

### **About Acclaim Benefits**

Acclaim Benefits is a national third-party administrator providing flexible administrative solutions 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 a comprehensive service menu designed to satisfy their administrative outsourcing needs with program features that include 24-hour turnaround, proprietary technology, and interactive account access. For more information about Acclaim Benefits, please visit [www.acclaimbenefits.com](http://www.acclaimbenefits.com).