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Conner Strong & Buckelew Partners with Liazon for Private Benefits Exchange

*Industry Leader Expands Offering with Launch of Private Benefits
Exchange and Defined Contribution Product*

[Conner Strong & Buckelew](#), a leading insurance, risk management and employee benefits brokerage and consulting firm today announced it has partnered with [Liazon Corporation](#) ("Liazon") to launch the firm's "private" benefits exchange for its group clients.

Powered by Liazon's market-leading product, Bright Choices® Exchange, Conner Strong & Buckelew's clients will have access to an innovative online benefits store which helps employers save money on their benefits costs by setting predictable budgets and helps employees purchase better coverage through a step-by-step personalized plan. The private exchange, which will be integrated with the firm's other unique, global and proprietary services, is yet another differentiating solution for Conner Strong & Buckelew's health and benefit customers.

"With the rapidly evolving group benefits business, due in large part to the impact of the Patient Protection Act, we are constantly looking for better solutions that will help our clients manage the rising cost of benefits without compromising quality of coverage," said Joseph DiBella, Executive Vice President and Managing Director of Conner Strong & Buckelew. "The private exchange and defined contribution model for employee benefits will be an essential option for employers in a post-reform world. By partnering with Liazon, we have a unique platform that can help our clients change the paradigm in employee benefits."

With the Bright Choices® Exchange, Conner Strong & Buckelew will deepen its innovative health and benefits offering, adding another solution geared toward organizations looking to drive bottom-line growth. The new platform will provide employees with access to a private benefits store unique to their employer. The employer will set a defined dollar amount per employee to pay for benefits, and employees will use the private exchange to purchase benefits based on their own personalized needs.

Conner Strong & Buckelew will utilize Liazon's proven technological platform which has helped employers transform how benefits are built, administered and distributed to employees. The Bright Choices® Exchange for Conner Strong & Buckelew's clients is available now.

"We know employers are looking for different solutions to transform how they provide benefits. Our

exchange model provides employers with leading edge solutions that embrace how consumers buy virtually every other type of product, through information and engagement,” said Ashok Subramanian, CEO and co-founder of Liazon. “Conner Strong & Buckelew is a forward-looking organization and we are proud to play a vital role in helping their clients meet their goals.”

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About Conner Strong & Buckelew

Conner Strong & Buckelew is a leading insurance, risk management and employee benefits brokerage and consulting firm. Through proprietary approaches, the firm offers customized programs designed to align with organizational goals and drive bottom-line growth. Founded in 1959 with offices in New Jersey, Pennsylvania, Delaware and Florida, Conner Strong & Buckelew places approximately \$1 billion in premium volume and has a team of nearly 300 professionals, serving clients throughout the United States and abroad. For more information, visit www.connerstrong.com or follow us on LinkedIn at www.linkedin.com/company/conner-strong-&-buckelew.

About Liazon

Founded in 2007, Liazon Corporation operates the market-leading private benefits exchange for businesses across the U.S. Its flagship product, the Bright Choices® Exchange, is an online benefits store that is changing the way employers and employees buy benefits. Bright Choices helps employers save money on their healthcare costs by setting predictable budgets while guiding employees to purchase better coverage of health, dental, vision, life and disability benefits. Liazon works with top national and regional insurance providers and supports more than 2,000 businesses nationwide. Liazon has offices in Buffalo, N.Y., New York City and Waltham, MA. To learn more about Liazon and the Bright Choices Exchange, go to www.liazon.com.



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