



**For Immediate Release**

## **Benefit Strategies Recognized by Lighthouse1 for Outstanding Achievements** *Earns Leadership Award*

**Minneapolis, MN — May 23, 2011 — Benefit Strategies** has been honored by Lighthouse1 with a 2011 Excellence Award for outstanding business achievements. Benefit Strategies received the Excellence Award for Leadership at Partner Conference 2011, the annual Lighthouse1 Partner conference held recently in Minneapolis.

Benefit Strategies and its CEO, Paul Smith, were selected for the award because of their innovative ideas in the consumer-driven healthcare market as well as their strong, intelligent and visionary leadership.

Paul expressed his gratitude upon accepting this award. "Receiving an award in front of our industry peers is truly a career highlight – especially a leadership award. Our industry recognition is a result of the work we do day to day, year after year which we should all be proud of. If the stage were large enough – we should all stand up here and smile for photos"

The Excellence Awards, established in 2009, are presented yearly and recognize Lighthouse1 Partners that have achieved notable accomplishments with the Lighthouse1 platform. Lighthouse1 Team Members contributed Excellence Award nominations.

The 2011 Partner Excellence Awards were presented in seven categories: Service Excellence, Leadership, Evangelist of the Year, Innovator, Market Maker, New Partner and Partner of the Year.

Benefit Strategies, LLC was originally founded in 1989 by Paul Smith and was headquartered in New Hampshire. His original vision was to offer high quality Section 125 administrative services to small and mid-sized companies in New England. Over the years Benefit Strategies has expanded services to include COBRA, Commuter Choice and Health Reimbursement Arrangement Administration. Today, Benefit Strategies proudly partners with hundreds of benefit brokers and serves over 1,900 valued clients throughout the United States.

Lighthouse1 and its Partners serve more than 2.7 million consumers, making Lighthouse1 the nation's largest web-based healthcare solution that manages HSAs, HRAs, FSAs, and Transit Plans.

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