



FOR IMMEDIATE RELEASE

**CONNEXIONS, INC. OPENS INDIANA FACILITY;
REFLECTING GROWTH IN DIRECT-TO-CONSUMER HEALTHCARE**

*Additional 750 Positions Will Focus on Integrated, Multi-Channel
Approach to Selling, Servicing and Retaining Individual Health Insurance Members*

ORLANDO, FL – November 1, 2007 – At a press conference in Jeffersonville, Indiana today, Connexions, Inc. – together with local and state officials, including Governor Mitch Daniels – announced the establishment of a new customer care facility in that city. The operation will largely serve the needs of health insurance companies as they address the rapid growth of Consumer Directed Healthcare (CDH); a trend which is shifting the decision-making and cost burden of health care from employers to individual consumers.

When fully operational, Connexions' Jeffersonville facility will support more than 750 jobs, including customer care professionals, licensed insurance agents, registered nurses and technology specialists. The Indiana workforce will join Connexions' 1,200 employees in Orlando and 600 in Concord, North Carolina who serve several a number of well-known client companies including FedEx, Sprint, Mercedes-Benz, Kaiser Permanente, Caremark, Assurant Health and Cedar-Sinai.

“This new facility is an important milestone in our company’s growth plans,” said Jack LeFort, Connexions Chairman and CEO. “We are particularly pleased to have found a home in Indiana, where the workforce, the level of state and local cooperation, and the Jeffersonville area’s charm and natural beauty combined to make this a very easy decision for us. Connexions looks forward to becoming an adopted corporate Hoosier.”

Earlier this month, Connexions announced the acquisition of Aha! Software LLC, a Denver-based predictive analytics company that enables executives to generate a reliable forward-looking view of their sales pipeline, around which real-time decisions involving salesforce

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