



## **Transamerica offers employers new option to enroll employees in voluntary benefits with Benefitfocus Marketplace**

**LITTLE ROCK, Ark.** (Oct. 29, 2014) – Transamerica Employee Benefits ([www.transamericaemployeebenefits.com](http://www.transamericaemployeebenefits.com)) is expanding its enrollment options for employers with the help of a leading cloud-based software solution provider. The platform brings simplicity to the enrollment process for employees while integrating valuable education tools.

Through the BENEFITFOCUS® Marketplace ([www.benefitfocus.com](http://www.benefitfocus.com)), Transamerica Employee Benefits allows employers to streamline the enrollment, administration and communication process. Registration steps are also reduced now that employees have access to voluntary benefits from the same portal they use to enroll in core medical plans. Furthermore, employees can use Benefitfocus reporting features to better understand the true value of coverage beyond the price of the premium.

“Transamerica is making it easier to access our products,” said John Stanley, chief marketing officer of Transamerica Employee Benefits. “This flexible and integrated enrollment solution delivers on our commitment to engage and educate employees on the need for voluntary benefits.”

Shawn Jenkins, President and CEO of Benefitfocus, states, “Our relationship with Transamerica is an exciting opportunity to grow our Benefitfocus Ecosystem and extend the value of the platform for our community of clients. We support Transamerica’s mission to provide a more secure tomorrow for customers by making shopping for healthcare and benefits like shopping for any other product online – informative and intuitive.”

This online benefits system offers a variety of voluntary insurance products underwritten by Transamerica Life Insurance Company and its affiliates, such as universal life, hospital indemnity, accident and critical illness insurance. For more information on a simpler way to manage supplemental benefits, visit [www.benefitfocus.com/ecosystem/apps/transamerica/](http://www.benefitfocus.com/ecosystem/apps/transamerica/).

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### **About Transamerica Employee Benefits**

Transamerica Employee Benefits is a marketing unit of Transamerica Life Insurance Company offering voluntary life and supplemental health insurance products. At Transamerica, we help our customers *Transform Tomorrow*®. With more than a century of experience, Transamerica has built its reputation on solid management, sound decisions and consumer confidence. For more information, visit [www.transamerica.com](http://www.transamerica.com).

### **About Benefitfocus**

Benefitfocus, Inc. (NASDAQ: BNFT) is a leading provider of cloud-based benefits software solutions for consumers, employers, insurance carriers and brokers. Benefitfocus has served more than 23 million consumers on its platform that consists of an integrated portfolio of products and services enabling clients to more efficiently shop, enroll, manage and exchange benefits information. With a user-friendly interface and consumer-centric design, the Benefitfocus Platform provides one place for consumers to access all their benefits. Benefitfocus solutions support the administration of all types of benefits including core medical, dental and other voluntary benefits plans as well as wellness programs. For more information, visit [www.benefitfocus.com](http://www.benefitfocus.com).

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