

FOR IMMEDIATE RELEASE

myCafeteriaPlan Introduces New Improved Web Site at www.myCafeteriaPlan.com!

Dayton, Ohio, October 2007 - BusinessPlans, Incorporated announced today the launch of its new and improved web site, www.myCafeteriaPlan.com.

myCafeteriaPlan is a third party administrator (TPA) for Section 125 Cafeteria (FSA), Section 105 Healthcare Reimbursement Arrangement (HRA), and Section 132 Transit Parking plans providing employers with the “Power of Options” including traditional and debit card administration.

“The look and feel of the new site is fresh and clean. Overall we’ve created a user-friendly website where our visitors can quickly get the information they need with fewer clicks.” says David Turner, Vice President.

“Since it’s been a number of years since our initial web site launch in 2001 we felt it was time for a more modern and fresh online user experience. I encourage everyone to visit our website at www.myCafeteriaPlan.com and discover firsthand what we’ve done. It’s still the same core information, but with newer technology we can do things we simply couldn’t do before” says Turner.

myCafeteriaPlan is a national third party administrator (TPA) working with employers and broker/agent referral partners to provide hassle-free outsourced administrative service solutions. The myCafeteriaPlan web site provides the employer with 24-hour online plan reporting access, employee 24-hour online account access, online education, online forms, worksheets, calculators, alphabetical listing of eligible expenses, answers to frequently asked questions (FAQ), and more...

myCafeteriaPlan can be contacted toll-free at 800.865.6543 or by email at info@mycafeteriaplan.com.

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