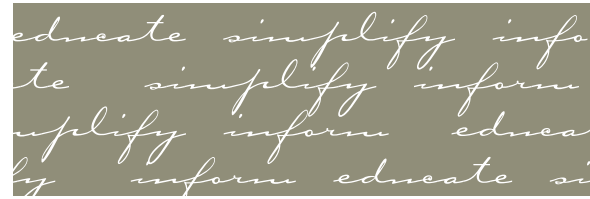


Alt Benefit Consultants
Simplify



Press Release

Alt Benefit Consultants Make Positive Business Changes

New Owner, Look Part of Renewed Commitment to Clients, Growth

July 10, 2007 - Today is a new day at Fort Worth based third party administrator Alt Benefit Consultants.

Alt Benefit Consultants president and co founder Sharon Alt along with Chris Alt today become sole owners of ABC, announcing the official departure and buyout of her former business partner. "With our 'New Beginnings Campaign,' current and potential clients alike will experience changes within personnel and in the overall customer experience. We remain steadfast in our core commitments of empowerment through education, delivering the industry standard of integrity, and in providing an objective view that gives employers and brokers knowledge, choice and control," Alt explained.

In addition to the ownership change, ABC is going through their first brand development program as part of an aggressive new marketing and client educational program.

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About Alt Benefit Consultants

Alt Benefit Consultants is a privately owned employee benefits compliance firm that works with small to midsized businesses to create competitive and innovative healthcare benefit packages for employers and employees alike. The company specializes in lowering employer and employee healthcare costs through better education and tax incentives that increase employer control while also increasing employee benefit choices. ABC is headquartered in Fort Worth, Texas and offers expertise in such programs as health reimbursement arrangements (105 HRA), flexible spending accounts (125 FSA), health savings accounts (HSAs), and COBRA and HIPAA administration. More information can be accessed at www.altbenefits.com or by calling 817.731.6258.

About Eisen Management Group

EMG is a branded communications firm that works with small to medium sized businesses to develop and foster smarter, proactive marketing communications, both internally and externally, enabling an organization to streamline operations, gain market share and increase revenue. Founded in 2001, the eight person boutique firm has offices in Cincinnati and Cleveland. More information can be accessed at www.eisenmanagementgroup.com or by calling 859.586.4302. EMG – Everything is Possible.

Editors Note:

Sharon Alt and Chris Alt become sole owners of **Alt Benefit Consultants**

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