



HighRoads and W.A. Wilde Partner for a Complete ERISA Compliant SPD Solution

Employers Can Now Turn to HighRoads to Outsource Their SPD Creation and Distribution

BOSTON (November 3, 2009) — HighRoads, the company providing employers – for the first time – complete control over their health care costs and compliance, today announced a partnership with W.A. Wilde to fulfill client SPD distribution needs. The new partnership will provide employers with an end-to-end SPD solution that efficiently produces current, compliant SPDs for personalized distribution to all employees, retirees and their families.

HighRoads will enhance its proven automated, technology-based approach to SPD analysis, development and maintenance that reduces SPD development time by 75 percent. Through the Wilde partnership, HighRoads will provide the delivery of SPDs directly to its customers – in the way that they want to receive them. Whether it's a hard copy document, a CD, or an online communication, the development and distribution of ERISA required SPDs can now be completely outsourced to HighRoads.

“More and more employers are turning to HighRoads to outsource their SPD development and distribution,” said Michael Byers, CEO and president, HighRoads. “With Wilde, we have selected a partner whose innovative thinking, quality execution and competitive pricing hold up to our standards of excellence. Our Fortune 1,000 employers can now completely rely on HighRoads to assure ERISA compliance with their SPDs.”

“The W.A. Wilde Company is very excited about partnering with HighRoads,” said Ed Marino, president, W.A. Wilde. “HighRoads’ technology-enabled services, in combination with Wilde’s advanced personalized communications and fulfillment capability, deliver a

true end-to-end SPD solution for customers. Wilde is pleased to be partnering with a company whose technology platform and business model are unique in the industry. They deliver a real practical advantage to customers in the complex area of employee benefits.”

About Wilde

Founded in 1868, Wilde has evolved from a small publishing company into a nationally recognized leader in direct marketing solutions and personalized communications. Wilde provides a comprehensive suite of business solutions for companies across a wide range of industries. Their personalized communication specialties include agency services, print on demand, direct mail services and fulfillment. Wilde is headquartered in Holliston, MA. For further information, please visit <http://www.wilde.com>.

About HighRoads

The world’s largest employers choose HighRoads to gain complete control over their health care costs and compliance. With HighRoads’ service, employers – for the first time – have online access to benefits plan information and pricing, competitive benefits benchmarks, and complete benefits supply chain management. The privately-held company is headquartered in Woburn, Mass.

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