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Jun. 25, 2013

BenefitMall, a provider of employee benefit and payroll products and services has joined with **CompuPay** under the brand name BenefitMall.

BenefitMall works with a network of 20,000 brokers and CPAs to deliver employee benefits and payroll services to more than 200,000 businesses in the U.S. BenefitMall processes more than one million payroll transactions each month and sells more than one billion dollars in new annualized healthcare premiums.

“With more than 1,000 employees working *all together*, along with our Trusted Advisors, we can meet the needs of customers, benefits Brokers and Accounting Professionals. We are better and more effective together than working individually,” said BenefitMall’s President and Chief Executive Officer Bernard DiFiore. “Our vision is to be the fastest growing company in the U.S. providing integrated payroll and employee benefits through Trusted Advisors, innovative technology and superior service.”

The new BenefitMall is a complete resource that helps employers identify and provide the best benefits solutions for their employees ranging from medical and dental plans to accurate and timely payroll. With payroll, benefits and HR combined; the company works with Trusted Advisors, such as insurance specialists and CPAs, to develop the best employee benefit programs while maintaining compliance with government regulations and Health Care Reform.

“A brand is much more than a logo; it is the foundation we are built on. It is what people say about us when we leave the room,” BenefitMall Chief Marketing Officer Wendy Gibson said. “The new BenefitMall brand highlights the benefits we provide

and values we adhere to as a group. By staying true to our brand, and all it represents,

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