



**FAST GROWTH EMPLOYEE BENEFITS COMMUNICATIONS COMPANY,
HODGES-MACE, ACQUIRES TECHNOLOGY-FOCUSED SMARTBEN**

Acquisition allows company to provide cutting edge technology to improve delivery of employee benefits

ATLANTA, GEORGIA – Oct. 16, 2014 – Hodges-Mace, an employee benefits communications company founded in 2004, announced today that it acquired its long-time technology partner, SmartBen, of Conyers, Georgia. SmartBen offers cloud-based software tools that guide employees in benefits education and enrollment, supporting both traditional and private exchange benefit administration. The acquisition is part of a larger plan to expand the company's diverse product and service offerings to a wider range of businesses across the country, from large and mid-market enterprises to smaller companies that Hodges-Mace will now support.

The acquisition was completed on October 9, and the company announced that Kevin Andrews, president of SmartBen, will continue overseeing all aspects of SmartBen's development and implementation functions while assuming new leadership responsibilities as chief technology officer for Hodges-Mace. Hodges-Mace will maintain corporate offices in both Atlanta and Conyers, Georgia. The acquisition will grow the company's employee base to more than 400 full-time and seasonal employees.

"We are extremely proud of the company's performance over the past 10 years, and this acquisition is key to strengthening and broadening our best-in-class service offerings. Our goal is to provide comprehensive technology and service solutions that help employers and their employees navigate the evolving world of benefits," said Greg Hodges, principal – Hodges-Mace.

In December 2013, Hodges-Mace received a significant investment from Stone Point Capital and Dowling Capital Partners to support management's growth and service strategy, including strategic acquisitions and expansion of the company's benefit delivery offerings. Hodges-Mace expects to make additional technology-related acquisitions that will further enhance its capabilities, especially in the areas of health plan compliance, eligibility management and performance benchmarking for employers and their benefit advisors.

"While employers are rapidly increasing their use of technology to streamline employee benefits enrollment and administrative processes, they are also focusing on how to communicate to employees more effectively. This merger brings together SmartBen's proven technology solutions with Hodges-Mace's best-in-class employee education and enrollment services," said Andrews. "No other employee benefits delivery company will be able to offer this combination of services to their clients and broker partners," he added.

Hodges-Mace works with businesses from a variety of industries, including automotive, energy, gaming, healthcare, hospitality and retail. The company plans to introduce its rebranded technology products and support services to clients and prospects in the first quarter of 2015.

About Hodges-Mace

Founded in 2004 by Greg Hodges and Peter Mace, Hodges-Mace is an employee benefits technology and communications firm that helps employers improve their overall delivery of benefits by implementing cutting-edge solutions coupled with proven employee engagement and decision-support services. For more information, visit www.hodgesmace.com or on [LinkedIn](#).

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