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For Immediate Release:

EXUDE BENEFITS ADDS STEVEN GRANDIZIO AS VP OF BUSINESS DEVELOPMENT

Philadelphia, PA (March 22, 2010) – eXude Benefits Group, Inc., a major Philadelphia-area provider of employee benefits solutions, announces it has added a new member to its executive team by way of Steven M. Grandizio. Steven will serve in the newly-established role of vice president of business development at eXude. In this role, Steven will leverage his list of business-to-business contacts in the Philadelphia area to help grow eXude’s customer base, proliferating the company’s suite of health and wellness, retirement and human resources services to small and mid-size organizations throughout the region.

Steven was the founder of Friendly Mortgage, a national firm established in Philadelphia with branches extending into New Jersey and Florida; later becoming a division of Superior Home Mortgage (Hammonton, NJ). He currently serves on the Greater Philadelphia Chamber of Commerce (GPCC)’s Board of Directors and on its Small Business Board. His list of awards include being named the GPCC’s Young Entrepreneur of the Year, and one of the Philadelphia Business Journal’s “40 Under 40.”

He is also a co-founder of the Young Professionals Board of the Covenant House of PA; and of the “Little Smiles” organization, which provides toys, games, DVDs, entertainment events and other support to children in hospitals, hospices and shelters. His deep involvement in region’s business and charitable community will help facilitate new contacts for eXude Benefits.

Despite the general financial climate, eXude Benefits has experienced healthy growth and success over the past several years, without interruption from the down economy. The company is well-positioned to take on a new executive who will help eXude gain additional market presence.

“We’re very excited to be working with Steven, who brings many years of service and recognition in the Philadelphia marketplace as a prominent entrepreneur and humanitarian,” said Marcos Lopez, president and CEO at eXude. “We respect both his business expertise and his ability to engage a well-earned network of associates to assist in our company’s growth.”

Both eXude Benefits and Grandizio’s former company, Friendly Mortgage, have won top spots on the “Best Places to Work” list in Philadelphia. “This is a terrific opportunity to help eXude grow its business, which will introduce their award-winning benefits services to a wider client base,” said Grandizio. “I look forward to connecting the great community of business owners I’ve worked with to a company that mirrors the same high standards I’ve tried to establish throughout my own career.”

About eXude

eXude is a Philadelphia-based, full-service provider of employee benefits products for small-and mid-sized organizations, with a full portfolio of benefits addressing areas such as health and wellness, retirement plans, and human resources. eXude puts all its energy into finding ways to save customers money while providing the most comprehensive employee benefits services available. For more information, visit www.eXudebenefits.com, or call 215.875.8730 or 877.875.4265.

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