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## **Creative Benefits First Firm in Nation To Receive ECFC Accreditation**

WASHINGTON, January 8, 2007 – The Employers Council on Flexible Compensation announced that Creative Benefits, Inc. is the first firm in the nation to receive the ECFC Accreditation designation. The accreditation program is administered by the Alliance for Affinity Security and it recognizes the best service providers in the U.S.

Accreditation identifies service providers that have met and adhered to the high standards developed by ECFC, and helps identify those service providers with “best practices” and a strong commitment to the employee benefits community.

Creative Benefits, based in Vista, California, provides confidential administration of FSA benefits to more than 650 clients, ranging in size from 20 to 43,000 participants. Creative Benefits pays more than \$95 million in claims annually. Its FSA clients are headquartered from coast to coast and range from retail to manufacturing, finance to biotech, both public and private entities.

“Our firm has been a proud member of ECFC for many years and we are thrilled to be the first firm in the nation to receive this designation,” said Jody Dietel, CEO and COO of Creative Benefits. “ECFC has been in the forefront of implementation and policy-making for consumer-driven health, cafeteria plans and all defined contribution plans. I consider being accredited by this firm to be a very high honor and it will demonstrate Creative Benefits’ strict adherence to professional standards to our clients.”

ECFC Accreditation defines high standards and service benchmarks for FSA providers to measure their performance. FSA service providers that have met or exceeded the standards and that are committed to maintaining excellent performance are recognized with the ECFC Accreditation.

“Creative Benefits is one of the top service providers in the country and it excelled in our rigorous accreditation process,” said Lewis Freeman, president of ECFC. “Creative Benefits’ clients can be assured that they are receiving the very best practices and service.”

The Employers Council on Flexible Compensation (ECFC) is a non-profit organization dedicated to the maintenance and expansion of private employee benefit programs on a tax-advantaged basis. The organization has two driving missions. The first is to represent and promote flexible compensation programs through effective lobbying. The second is to provide information on flexible compensation programs to member, national opinion leaders and the general public to help create a positive climate for the growth of flexible compensation.

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