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HEALTH SYSTEMS INTERNATIONAL REVEALS NEW CORPORATE IDENTITY

Indianapolis, Indiana. April 19, 2011. Today Health Systems International revealed a new brand identity. As the company name and tagline depicts, Health Systems International offers worldwide cost management solutions to multiple markets.

The updated color palette of our new brand was selected for its understated elegance, and its ties to health and technology. The mark in the upper right hand corner leans to the right, giving the feeling of forward motion and momentum depicting the company's forward thinking and rapid growth. Rounding the outside corners of the mark denotes the feeling of modernism and technology that the company brings to the medical cost management market. This new logo establishes the design foundation on which the updated Health Systems International brand will be built.

"Our offerings are becoming a standard part of the tool kit for payors who desire to optimize and maximize their medical cost savings," stated Russell Sherlock, Chief Executive Officer, Health Systems International. "We have grown significantly in the past few years by assembling the market's broadest selection of medical cost management solutions available through a single source. As we look to the future, our clients can expect that our staff of experts will continue to develop customized solutions and innovative technology designed to exceed their expectations. Today, Health Systems International has over 700 clients worldwide operating in multiple markets. Our redesigned website and materials are intended to help each customer better understand the suite of cost management solutions available within each market."

About Health Systems International

Health Systems International provides medical cost management solutions to healthcare payors in multiple markets throughout the world. The company connects clients to the lowest possible cost of care utilizing advanced technology, customized solutions, exclusive offerings, and personalized service to drive optimal savings and reduce administrative demands. More information on the company is located on www.us-hsi.com.

