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EMPLOYEE BENEFITS PROVIDERS INCREASE ENROLLMENTS AND REDUCE COSTS
USING FLIMP MEDIA VIDEO COMMUNICATIONS WITH VIEWER TRACKING

**School District of Philadelphia Deploys Innovative Video Email Communications Solution
to Educate Employees and Increase Voluntary Benefits Enrollments**

HOPKINTON, MA (November 30, 2009) -- The challenges and expense of communicating insurance and health care related benefits to large employee populations are being addressed by innovative insurers and employers using a new online video communications application developed by Flimp Media. FLIMP®, which stands for flash interactive marketing platform, is being used by workplace insurance providers like Humana, Allstate and MetLife, and intermediaries like USI Affinity, to educate and enroll employees in benefits programs using interactive video landing pages delivered by email that track and report detailed viewer engagement and responses. Flimp video landing pages can be created quickly by marketers without requiring any programming or IT resources. These intelligent video landing pages, called “flimps,” are a cost effective way for employers to communicate complex information about benefits programs, measure results, and reduce in print related costs and environmental waste.

“It is very difficult to quickly and cost effectively execute voluntary benefits enrollment programs for large employee populations across multiple geographic locations” according to TJ Gibb, National Practice Leader for Specialty Benefits for Humana. “Flimp solves many of these problems by combining the advantages of compelling audiovisual messaging that is easy to use with detailed viewer tracking and reporting of results. We see this as the future direction of workplace benefits communications.”

The flimp video landing page communications, which include links to printable PDFs, flexible web forms and responsive calls-to-action, are generating 65 percent engagement rates and an average response rate of over 32 percent which is significantly higher than traditional print or static email communications used for benefits enrollment.

“Flimp enabled us to solve a very significant problem for benefits communicators of educating employees in a cost-effective and simple way without regional meetings or unnecessary print brochure mailings. We received a great response from our initial flimp campaign and plan to use flimp [video landing pages] for our upcoming open enrollment this December,” said Stephanie Fedoroff, School District of Philadelphia Director of Benefits.

Using its proprietary drag and drop flash landing page technology, Flimp Media was able to quickly develop a series of custom branded, trackable video landing pages about the enrollment process and related benefits products, and then deliver them to 6,500 employees via email, generating detailed viewer engagement and response reporting for the School District. Flimp Media was brought in to develop the video communications campaign ten days before the enrollment period. Among the notable benchmarks, the School District reported an increase in participation in their flexible spending accounts by more than 22 percent – double the anticipated goal. The School District is gearing up use Flimp again this year for voluntary open enrollments.

“Flimp videosites are a perfect solution for workplace benefits enrollment, as they are measurable, inexpensive and much more engaging than traditional mailings of print brochures or static emails and benefits web content,” said Wayne Wall, CEO of Flimp Media, Inc.

“Intelligent video communications are likely to play an important role in employee benefits enrollment and education in the near future for health care, insurance and financial services.”

Flimp is the only on-demand software-as-a-service (SaaS) application that enables non-technical marketers to create, edit, distribute and track customized video and rich media landing pages without any programming or analytics plug-ins. The Flimp platform uses a drag and drop graphical user interface to create high quality flash video landing pages and distribute them in hours. Summary campaign and individual viewer engagement and response data is captured in real-time by individual email address in a reporting dashboard – including the number of flimp views, time watching video, overall engagement time, response actions taken, and forward to a friend activity.

Since its first release in early 2008, over 150 companies and organizations have used Flimp and the Flimp platform has been integrated with more than 30 email marketing service providers including Constant Contact, ExactTarget, Silverpop, Eloqua and Blackbaud. The platform is also integrated with the Amazon web services cloud providing the highest quality video content delivery globally. Flimp products are offered as a subscription.

About Flimp Media, Inc.,

Flimp Media develops on-demand solutions for video marketing, communications and sales that enable non-technical users to quickly create, distribute, track and measure video landing pages, video sales brochures and video email communications without programming or IT resources. Flimp Media also offers clients affordable video production, analytics and landing page design services. **For more information or to view a portfolio of examples and case studies, visit www.flimp.net.**