

# CATALYST

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## FOR IMMEDIATE RELEASE

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### **CATALYST BENEFITS, INC. NAMED COMPANY OF THE YEAR BY AMERICA SOCIETY ON AGING**

**Northbrook, Illinois – May 11, 2004** – Catalyst Benefits, Inc., the premier provider of innovative and high quality benefits to the world of hospital aging adult affinity programs, was recently named Small Company of the Year by the America Society on Aging (ASA). The announcement was made at the 2004 Joint Conference of the ASA and National Council on the Aging April 14-17 in San Francisco.

The ASA Business of the Year Awards, one for large companies and one for medium or small companies, recognize exemplary company programs that meet the needs of older people and their families, expand public awareness of the private sector's increasing involvement with older people and create performance models for other companies to emulate.

“We're honored the ASA chose to honor us as its 2003 Small Business of the Year,” said Bruce Mondschain, President, Catalyst Benefits, Inc. “This award is truly a testament to the partnerships Catalyst has developed with more than 250 hospitals across America – partnerships that allow us to provide a better quality of life for more than 2.2 million adults over the age of 55.”

Among Catalyst's best-business practices the ASA highlighted was its unique and results-proven strategy of providing its benefits exclusively to a single hospital (or network of hospitals) in a given geography. The result is a partnership with a specific hospital/network that leads to increased growth and pursuit of excellence for the overall program. Through a series of exclusive, innovative and high-quality benefits, Catalyst offers affinity group members opportunities to save money and receive value. Essentially, all benefits offered provide serious financial savings, are tied to core medical and socialization needs, provide end users with real choices and selection while reducing red tape and paperwork.

According to Mondschain, one accomplishment Catalyst has achieved in its nine years of existence stands out than the others. “I'm proud to say that all new Catalyst clients have resulted from referrals by one of our existing contract organizations. We've worked hard to provide services and products that exceed the needs of our clients and this has led to some amazing partnerships; I can't wait to see what the next decade has in store,” Mondschain added.