



## **FOR IMMEDIATE RELEASE**

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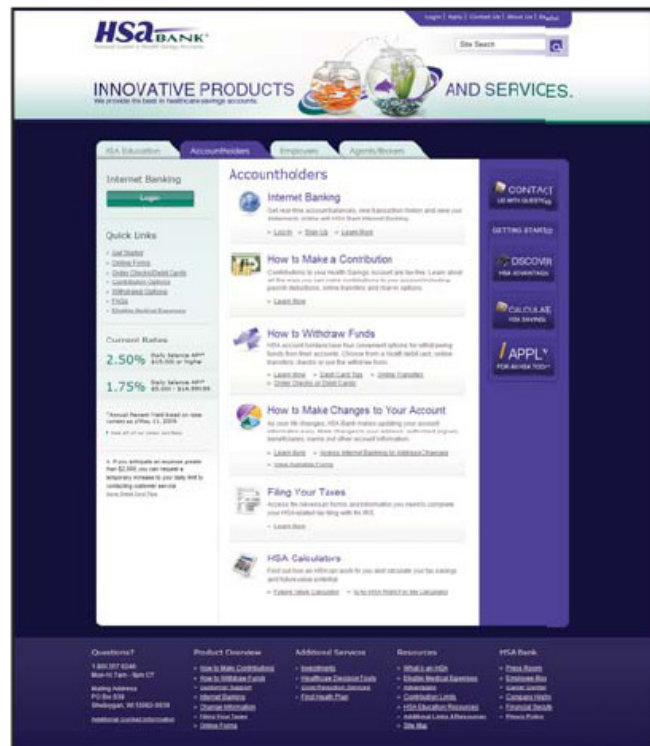
## **HSA Bank Launches Enhanced Website**

WATERBURY, Conn., August 12, 2009 - HSA Bank® announced today the release of its enhanced website. The website combines clean and simple design with focused content and more intuitive navigation choices.

“The new website really takes the tools, resources and information that was available on our old site and makes them more accessible,” said Becky Seefeldt, marketing director of HSA Bank. “We reviewed everything on our website and organized it into four primary categories.”

The primary categories make up the main navigation menu for HSA Bank’s new website, which was reduced from seven on its earlier version. The website’s main navigation menu includes HSA Education, Accountholders, Employers and Agents/Brokers.

- **HSA Education:** The HSA Education section of HSA Bank’s website is devoted to making education materials, tools and resources accessible to everyone.
- **Accountholders:** The Accountholders section of the website focuses on providing resources to prospective accountholders and assisting current accountholders with the management of their HSA at HSA Bank.





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- **Employers:** The Employers section highlights the five-step process to begin working with HSA Bank and includes information that employers will find useful to setup and facilitate their HSA program.
- **Agents/Brokers:** The Agents/Brokers section provides information that describes how HSA Bank works with agents and brokers to build strong HSA programs for their clients.

“A Towers Perrin survey released earlier this year illustrated the impact effective communication can have on employees, including which plan options they select or the adoption of healthy behaviors,” said Dean Mason, CEO of HSA Bank.

The Towers Perrin report, entitled *2009 Health Care Cost Survey*, indicated employers that had effective communication, or “high performers,” influenced the plan option employees selected at a 20 percent higher rate than those companies considered “low performers.” The gap between high performers and low performers widens to 36 percent for influencing employee adoption of healthy behaviors.

“In today’s economy, we see companies making an HSA-compatible health plan their only option. The evidence presented in this report can be applied to these employers, because education and communication can ease the transition for employees,” continued Mason. “We have created such great educational tools and resources for HSAs, but we knew we needed to make them easier to find to increase utilization. Therefore, we made accessibility a major focus of our website redesign.”

Visitors to HSA Bank’s website can find all the basic HSA information, including HSA fundamentals, IRS requirements, contribution limits and eligible medical expenses in the same multimedia formats, such as Adobe Flash®, PowerPoint and written communication. HSA Bank also continues to provide calculation and decision-making tools, including the new *An HSA for Everyday* tool.

“The *An HSA for Everyday* tool allows an individual to listen to several real-life HSA scenarios, and even complete a questionnaire to learn how an HSA could work for his or her situation,” stated Mason. “The education resources we offer now and continue to develop for the industry focus on helping people identify with how an HSA can be useful to them in all stages of life.”

You can find HSA Bank’s new, enhanced website at [www.hsabank.com](http://www.hsabank.com). HSA Bank® is a division of Webster Bank, N.A., the wholly-owned subsidiary of Webster Financial Corporation (NYSE: WBS).

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**HSA Bank serves customers in every state in the nation and has more than 11 years of experience with health care savings accounts. HSA Bank continuously strives to offer the best HSA product in the industry. HSA Bank combines**

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# Press Release



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convenience, service and savings with low account maintenance fees, competitive interest rates, several investment options, 24-hour account access online or through its automated telephone system, and outstanding personal service.

For more information about HSA Bank, visit the HSA Bank website at [www.hsabank.com](http://www.hsabank.com).

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For more information about Webster, including past press releases and the latest annual report, visit the Webster website at [www.websterbank.com](http://www.websterbank.com).

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