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**IE-ENGINE HONORED AS RED HERRING 100 COMPANY;  
IE-ENGINE BENEFITS LIFECYCLE MANAGEMENT SOLUTION IS RECOGNIZED FOR  
SUCCESS IN REDUCING HEALTH & WELFARE BENEFIT COSTS**

***Award validates IE-Engine's innovative approach to managing the benefits lifecycle,  
and recognizes 100 private companies driving the technology industry's future***

**Waltham, Mass. and Belmont, Calif. — May 11, 2005** – IE-Engine Inc., the leading provider of Benefits Lifecycle Management solutions, today announced that it has been named one of the Red Herring 100 Private Companies of North America.

“IE-Engine is helping customers combat the trend of escalating healthcare coverage and administrative costs, saving millions of dollars in employee benefit delivery,” said Paul Daoust, CEO of IE-Engine. “IE-Engine’s collaborative platform provides visibility and real-time information exchange between employers, carriers and third-party advisors. Our customers lower overall costs and improve corporate performance in the planning, procurement, management and communication of employee benefits programs. We are honored to be recognized with such a distinguished class of companies that are driving change through technology.”

Backed by a seasoned management team, IE-Engine is leading a transformation in the way healthcare benefits are bought, sold and managed. The world’s leading companies, including Toyota, Staples, General Dynamics and Lucent leverage IE-Engine’s technology-based solutions to significantly reduce costs without sacrificing quality. In addition, some of the nation’s largest brokers and consultants, such as Watson Wyatt and Hilb, Rogal & Hobbs, use IE-Engine’s solutions to drive increased values and efficiencies to their clients.

Red Herring’s editorial staff rigorously evaluated more than 900 private companies through a careful analysis of financial data and subjective criteria, including quality of management, execution of strategy, and dedication to research and development.

“Five years after the dot-com bubble burst, innovation and entrepreneurship are thriving. The companies on this list are proof,” said Red Herring Editor-in-Chief Joel Dreyfuss.

Red Herring 100 companies will be presenting their business model and strategy at the Red Herring Spring conference. Red Herring Spring will take place May 17-19 at the Monterey Plaza Hotel in Monterey, California.



### **About Red Herring Spring**

Red Herring Spring is an invitation-only event for CEOs, select senior executives, and Venture Capitalists. Themed 'The Dynamics of Disruptions', Red Herring Spring 2005 will bring together executives from mostly private companies. These executives will be joined by senior executives from public companies and Venture Capitalists. Please contact Sean Raman at 650.428.2900 or email [sraman@redherring.com](mailto:sraman@redherring.com) if you would like to request an invitation to Red Herring Spring.

### **About Red Herring**

Red Herring is the weekly magazine technology entrepreneurs, investors and industry observers read to stay ahead of the curve and to be better informed about the global marketplace. Red Herring covers technology, innovation, financial strategies, important personalities and trends that are transforming the world of business with unique insight, opinion and forward-looking analysis. Readers turn to Red Herring for knowledge to make strategic decisions, build companies and create a competitive advantage for their businesses. Red Herring articles, blogs, research and event information can be found online at [www.redherring.com](http://www.redherring.com).

### **About IE-Engine**

IE-Engine (<http://www.ie-engine.com>) is the leading provider of Benefits Lifecycle Management. Its technology-based solutions provide visibility and collaborative information exchange throughout the planning, procurement, management and communication of employee benefits. IE-Engine saves employers millions of dollars in health care benefits without sacrificing quality. Clients include some of the world's largest companies, such as Toyota, Staples, Lucent, Watson Wyatt, and Hilb, Rogal & Hobbs. Founded in 1999, IE-Engine is a privately-held company that is headquartered in Waltham, Mass.