



MyKlovr Signs Contract with Benefitfocus to Offer Unique College-Planning Benefit to Nearly 1,000 Corporate Clients

First AI-powered virtual college advisor to provide employee incentive and support college readiness for Benefitfocus' clients and their employees' families.

(New York City, Nov. 6, 2018) – [MyKlovr](#) has signed a contract with Benefitfocus (BNFT) to offer the first-ever virtual college counseling platform powered by artificial intelligence through Benefitfocus BenefitsPlace®, a platform which unifies the entire U.S. benefits industry on a single technology to support consumer health, wellness and lifestyle. Clients of Benefitfocus, a leading provider of cloud-based benefits management platforms for consumers, employers, insurance carriers and brokers, will now have access to myKlovr's personalized college preparation services, among other industry-leading benefit products.

"Benefitfocus is a leading benefits management platform, focused on delivering peace of mind to our customers and their employees. We welcome myKlovr's state-of-the-art college planning solution to our BenefitsPlace portfolio of insurance carriers and specialty suppliers as it addresses a major need for families," said Jeff Oldham, SVP BenefitsPlace Distribution of Benefitfocus. *"MyKlovr is highly relevant to any working parent with children planning to go to college."*

Based on the myKlovr's exponential growth among consumers this year, it's virtual college counseling solution is now being offered to corporate HR departments and benefits administrators as an innovative tool for attracting and retaining talent. MyKlovr provides personalized, step-by-step college preparation guidance and tools for high school students and their parents. Delivered as a post-tax [voluntary benefit](#) for employees of partner companies, myKlovr helps families with college preparation while increasing loyalty to employers, such as [Benefitfocus'](#) client corporations, that offer more than just a paycheck to their employees.

"At myKlovr we share Benefitfocus' mission to give people the knowledge, options and freedom to protect what they love most. For every parent, children and their education are a top priority. At the same time, many families lack the resources to ensure their children can maximize their talents and potential," said Gustavo G. Dolfino, founder and CEO of myKlovr. *"This agreement will provide millions of U.S. households with convenient access to our college counseling platform and make it easier for busy families who don't want to worry about navigating the process alone or paying for expensive private college counseling."*

MyKlovr's virtual college counseling will be the first education-planning benefit Benefitfocus will offer under its growing "Lifestyle" umbrella, which includes services and products designed to reduce stress and anxiety.

About myKlovr

MyKlovr is a media division of Student Global, LLC, is the first-of-its-kind virtual college counseling platform that utilizes predictive data analytics and artificial intelligence to increase every high school student's chances of college admission. Learn more at <http://myklovr.com/>

About Benefitfocus

Benefitfocus' (NASDAQ: BNFT) powerful cloud-based software, data-driven insights and thoughtfully-designed services, enable employers, insurance brokers and carriers to simplify the complexity of benefits administration and deliver a world-class benefits experience. Learn more at www.benefitfocus.com,

Contact:

Gustavo G. Dolfino
Founder and Chief Executive Officer Student Global LLC
Gdolfino@studentglobal.com
(646) 380-2424

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