



FOR IMMEDIATE RELEASE

**Media Contact:**

Annemarie Marek  
Marek & Company for CHA  
(C) 469.235.2166; (O) 214.828.0634  
Email: [annemarie@marek-co.com](mailto:annemarie@marek-co.com)

**CHA Member Contact:**

Dani Spangler, CHA  
Executive Director  
(O) 800-550-1242  
[dani@consumerhealthalliance.org](mailto:dani@consumerhealthalliance.org)

**The Consumer Health Alliance Announces New Member:  
Cinergy Health, Inc. Joins National Discount Healthcare Trade Association**

Dallas, Texas, November 6, 2006 - The Consumer Health Alliance (CHA), the national trade association of the discount healthcare industry, today announced that Miami-based Cinergy Health, Inc. has joined its alliance.

"CHA is very pleased to welcome Cinergy Health, Inc. to our growing membership. Cinergy Health will be joining other discount healthcare companies that share our goals of protecting consumer access to discount healthcare programs, educating consumers and regulators, and promoting fair and ethical business practices." said Barbara Flood, Chairwoman of the CHA.

Flood continued to stress that, as discount healthcare programs become more regulated, there are numerous benefits that CHA provides its member organizations regarding compliance issues and continuing advocacy activities.

"Cinergy Health is proud to be affiliated with the Consumer Health Alliance," says Daniel Touizer, CEO of Cinergy Health, Inc. "Cinergy Health's mission of expanding access to affordable healthcare for all uninsured Americans is galvanized by the combined efforts of CHA's member organizations to educate regulators and the public on the value of discount medical plan organizations (DMPOs)."

Says Steve Trattner, Cinergy's Chief Marketing Officer, "As a licensed DMPO, Cinergy Health has the unique ability to control plan design, and the marketing and sales processes. Because we oversee these functions in-house, we can ensure maximum compliance and maximum responsiveness to the diverse needs of the marketplace."

**About the Consumer Health Alliance:** CHA was founded in 2002, and is a national, non-profit trade association representing discount healthcare programs that are not insurance. Its member companies serve more than 28 million consumers nationwide. Its mission is to educate consumers and regulators about the benefits of discount programs, promote fair and ethical business practices and to work with state legislators and regulators. For more information, visit CHA's website at: [www.consumerhealthalliance.org](http://www.consumerhealthalliance.org).

**About Cinergy Health, Inc.:** Cinergy Health, Inc., headquartered in Miami, Florida is a nationwide provider of non-insurance, healthcare savings programs. Specializing in customized fee-for-service programs, Cinergy Health is a leading discount medical plan organization. With a vast network of health care practitioners throughout the United States, the programs offered by Cinergy Health deliver discounted healthcare services to its members at substantial savings and peace of mind. For more information, visit Cinergy's website at: [www.cinergyhealth.com](http://www.cinergyhealth.com)