



## PROTECTING CONSUMER ACCESS TO DISCOUNT HEALTHCARE PROGRAMS

FOR IMMEDIATE RELEASE

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### Specialized Association Services Joins The Consumer Health Alliance

Dallas, Texas, June 22, 2006 – Specialized Association Services (“SAS”), a national, full-service association management company with corporate offices in Grapevine, Texas, has joined The Consumer Health Alliance (“CHA”) as its newest member, according to CHA Chairperson Barbara Flood.

Says Ms. Flood, “We are delighted to welcome SAS as our newest member and believe that their membership indicates the growing interest among the leaders of our industry to reach out to consumers and help educate them on the benefits of discount programs and services and to advocate on their behalf in the healthcare arena.”

Lisa Davis, Director of Operations for SAS, concurs, “Becoming a member of CHA provides us with a way to stay on top of industry changes and unlimited resources to discuss and understand how those changes will affect our clients. SAS is pleased to be a member of The Consumer Health Alliance and looks forward to being able to provide our clients with the latest information regarding the industry.”

**About the Consumer Health Alliance:** CHA was founded in 2002, and is a national, non-profit trade association representing non-insurance discount healthcare programs. Its member companies serve more than 28 million consumers nationwide. Its mission is to educate consumers and policymakers about the benefits of discount programs, promote fair and ethical business practices in the industry, and to work with state legislators and regulators on effective state regulation. For more information, visit CHA’s website at: [www.consumerhealthalliance.org](http://www.consumerhealthalliance.org)

**About Specialized Association Services:**

Specialized Association Services, with corporate offices in Grapevine, Texas, is a full-service association management company whose clientele represents hundreds of thousands of small businesses and self-employed individuals nationwide. From accounting to customer service and data management to membership marketing, SAS has set a standard of excellence since 1986. SAS has a rich history of effectively serving its national clientele and cultivates relationships with key business partners to provide significant savings to association members. To learn more please visit [www.1sas.com](http://www.1sas.com).