

IncentOne Announces Follow-On Investment from Strategic Investment Partner



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LYNDHURST, N.J.--(BUSINESS WIRE)--IncentOne, a premier provider of integrated incentive solutions headquartered in Lyndhurst, New Jersey, announced the completion of a second round of financing from Camden Partners Holdings, LLC, a private equity firm headquartered in Baltimore, Maryland. This second round is a follow-on to the initial investment made by Camden Partners in October of 2008.

Proceeds of the financing will be used to expand IncentOne's leadership position in healthcare incentives. With the recent sale of its Performance and Loyalty Solutions Business, IncentOne is entirely focused on being the thought and execution leader in providing incentives to the healthcare community. IncentOne's strategic approach to incentives has enabled it to be an innovator in areas such as healthcare cost reduction, in which its clients include 5 National Health Plans, 20 Blue Cross Blue Shield Plans, 15 Health Service Partners and numerous marquee employers.

"IncentOne's combination of solutions and science provides the financial leaders of health plans, partners, employers, pharma and governments with an important tool in reducing cost," said Richard Berkeley, Managing Member, Camden Partners. "They have a clear vision, the market acceptance of highly respected clients, strong management team, proven solutions and real data that establish the standard of how incentives reduce cost. Our expertise in technology and healthcare aligns well with IncentOne's business model. We are excited about our additional investment in such a strong platform for continued growth."

"Camden Partners brings expertise and commitment to market leadership," said Michael Dermer, CEO and President of IncentOne. "In particular, Camden recognizes that innovation requires 'leadership'. Their most recent investment is further testament to the commitment of Camden and IncentOne to setting the standard for health incentives."

About IncentOne

IncentOne is a leading provider of incentive solutions to the health community, serving customers with more than 75 million lives. IncentOne's programs have driven over 4 million health milestones. IncentOne delivers these results by combining solutions and science – marrying its highly flexible technology solutions with the "Science of Health Incentives™" and over 10 million transactions to drive consumer and provider behaviors that reduce healthcare costs. IncentOne programs target consumers to improve utilization, reduce health risks, increase medication adherence and steer benefit selection and providers to adopt e-prescribing and EMR technology, improve patient safety, implement pay-for-performance and reduce administrative

costs. The Company delivers solutions through turnkey design, implementation and administration services. For more information go to www.incentone.com.

About Camden Partners

Camden Partners Holdings, LLC, founded in 1995, is a diversified investment management firm based in Baltimore, Maryland. The company invests private equity funds with a focus on providing growth capital to leading growth companies within the target markets of business and financial services, healthcare and education. For more information, please visit www.camdenpartners.com.