

**Needs to Know****HR & Benefits Essentials Wins Multiple Awards for Website and Content Excellence**

Stamford, CT, July 8, 2009 - HR & Benefits Essentials ([www.HRandBenefits.com](http://www.HRandBenefits.com)) has been awarded two APEX Awards for 'Publication Excellence' and received a medal for 'Best Overall Editorial' in the annual Magnum Opus Awards competition. The HR & Benefits Essentials website is a comprehensive, web-based library featuring human resources, employee benefits, state employment laws and an extensive range of downloadable forms and posters

APEX, the Annual Awards for Publication Excellence Competition, is an international competition that recognizes outstanding publications from newsletters and magazines to annual reports, brochures and web sites. According to the APEX judges, "The awards were based on excellence in graphic design, quality of editorial content and the success of the entry in conveying the message and achieving overall communications effectiveness." In the 21<sup>st</sup> Annual APEX Competition, the HR & Benefits Essentials team was honored under the category of 'Web & Intranet Site Content & Writing' as well as 'Web Sites.'

The Magnum Opus Awards competition, sponsored by ContentWise and managed in conjunction with the Missouri School of Journalism, honors excellence in editorial content, design and strategy in custom publishing and interactive products. "The winners of the 2009 Magnum Opus awards demonstrate that custom publishers continue to raise the bar—despite the state of the economy", says Wendi Nichols, Magnum Opus Program chair. In the 6<sup>th</sup> Annual Magnum Opus Awards, the HR & Benefits Essentials team was honored with a Bronze medal for 'Best Overall Editorial – Electronic Publication.'

"It is gratifying to see that our dedication to content excellence and providing our subscribers with a great user experience is reflected in the awards we have won in 2009," said Managing Partner, Lillian Shapiro. "Our goal is to constantly strive to deliver the best quality product for our subscribers."

**About HR & Benefits Essentials**

HR & Benefits Essentials ([www.HRandBenefits.com](http://www.HRandBenefits.com)) is an online HR and benefits resource center featuring a comprehensive range of news and information covering Employee Benefits, Human Resources and State Employment Laws. Designed and maintained by ASC Technologies, the site's award-winning navigation and easy-to-understand content explain why over 40,000 small and mid-sized businesses have already become subscribers. HR & Benefits Essentials has thousands of pages of HR and benefits content, hundreds of ready-to-use HR forms and an extensive range of downloadable federal and state posters.

**About ASC Technologies**

ASC Technologies is the technology company that owns and manages HRandBenefits.com. ASC was founded in 1994 and specializes in building and marketing niche technology businesses in the benefits and human resources sectors.

Contact: Tom Ceconi, 203-977-8100 x114, tom @ aschq.com.