

HR & Benefits Essentials Wins Multiple Hermes Creative Awards

Stamford, CT, May 5, 2010 -- HR & Benefits Essentials (www.HRandBenefits.com) has been awarded three major Hermes Creative Awards in the 2010 International Competition. HR & Benefits Essentials is a comprehensive, web-based library featuring human resources, employee benefits, state employment laws and an extensive range of downloadable forms and posters.

International Competition

Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional and emerging media. Hermes Creative Awards recognizes outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals. HR & Benefits Essentials won the Platinum Award for Writing, as well as two Gold Awards, for Web Site Overall and Intranet. The Platinum Award recognizes “excellence in terms of quality, creativity and resourcefulness.” In issuing the award, Hermes Creative Awards praised HR & Benefits Essentials for its “tremendous achievement” in the industry.

The Judges

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals (www.amcpros.com). AMCP judges are industry professionals who “look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.” Winners were selected from 144 categories in seven forms of media and communication efforts including advertising, publications marketing/branding, integrated marketing, public relations/communications and electronic media.

About the Winners

As a Hermes Creative Awards winner in 2010, HR & Benefits Essentials joins a number of prominent industry leaders, including Aetna, Blue Cross Blue Shield, UnitedHealthcare, Cisco Systems, GEICO, IBM, MetLife, Aon Consulting, Buck Consultants and OfficeMax.

“With so many changing laws and guidelines, we are dedicated to delivering a high quality product that is easy to understand and navigate. We are gratified to see that our dedication to content excellence is reflected in the three Hermes Creative Awards we have won in 2010,” said Managing Partner, Lillian Shapiro.

About HR & Benefits Essentials

HR & Benefits Essentials (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 45,000 small and mid-sized businesses have already

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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 HR & Benefits Essentials. 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.

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