

BenefitsEssentials.com Wins 2007 APEX Award

BenefitsEssentials.com, a comprehensive web-based library covering Human Resources, Employee Benefits, and related subjects has been awarded the 2007 APEX Award for Publication Excellence.

Stamford, CT, July 11, 2007 -- BenefitsEssentials.com, a comprehensive web-based library covering Human Resources, Employee Benefits, Tax Compliance and related Business subjects has been awarded the 2007 APEX Award for Publication Excellence.

In the Nineteenth Annual APEX Competition, the BenefitsEssentials team was honored under the category of Web & Intranet Site Content & Writing. The entries were judged on "excellence in graphic design, editorial content and the success of the entry in achieving overall communications effectiveness and excellence."

"BenefitsEssentials is honored to be recognized in the 2007 APEX Awards," said Managing Editor Martin A. Censor, Esq. "Although not our first award, this is the first time we have won the APEX Award for Publication Excellence, a tribute to our contributing authors and editors, and to ASC Technologies, our content management and design team."

About the APEX Awards

APEX is the Annual Awards for Publication Excellence Competition. It is open to communicators in corporate, nonprofit and independent settings. This is the nineteenth annual APEX, which began in 1988. APEX is sponsored by the editors of Writing That Works, the newsletter for communicators who write, edit and manage business publications. Writing That Works is published by Communications Concepts, Inc., providing problem-solving information to professional communicators since 1984. A full list of APEX Award winners can be found on their website at www.ApexAwards.com.

About BenefitsEssentials.com

The www.BenefitsEssentials.com website is a small business resource and reference library, covering Employee Benefits, Human Resources & Employment Law, and Tax Compliance information. Designed and maintained by ASC Technologies, the site's easy-to-understand explanations and analysis of complicated laws and confusing acronyms, such as COBRA, ERISA, HSA, FMLA and HIPAA, explain why over 47,000 small businesses subscribe to the site.

About ASC Technologies

ASC Technologies is a micro-multinational company that was founded in 1994 and specializes in building and marketing niche technology businesses.