



Press Release

FOR IMMEDIATE RELEASE:

Capital Blue Cross Director of Large Group Sales Joins BSI Corporate Benefits

Bethlehem, PA, February 14, 2012 – Shawn Hughes has been named Vice President of BSI Corporate Benefits, a full service insurance agency providing employee benefits and human resource consulting.

Shawn joins BSI Corporate Benefits with 17 years of Health Care Industry experience, most recently as Director of Large Group Sales at Capital BlueCross. As Vice President at BSI, he will be responsible for managing a portfolio of clients and developing new opportunities throughout the Lehigh Valley.

“We are extremely pleased to have Shawn join our team. His knowledge and expertise in this industry will complement our business and the services we provide to our clients. Double digit health insurance increases are slowing economic recovery of local businesses, and with Shawn’s addition there is no Insurance Agency that is better positioned to help companies reverse this trend than BSI”, said Tony DaRe, Agency Principal.

BSI Corporate Benefits, LLC is an independent employee benefits agency licensed with over 50 insurance carriers including all the top carriers in the Lehigh Valley. They represent over 100 corporate clients in 17 different states specializing in health, dental, life, disability and other insurance needs. They are headquartered in Bethlehem, PA. For more information on BSI Corporate Benefits, please visit www.BSIcorporate.com or call toll-free 877-413-6417.

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