

Colibrium Partners Recognized as Microsoft’s Health Plan Partner of the Year at the Microsoft Worldwide Partner Conference 2011

Seattle – July 18, 2011: Microsoft Corp. announced its 2011 Health and Life Sciences Partners of the Year, recognizing Colibrium Partners as the Microsoft US Health Plan Partner of the Year. The award honors Colibrium Partners’ innovative use of Microsoft technology in support of the Health Plan industry. Microsoft honored Colibrium Partners during its Worldwide Partner Conference 2011, which was being held at the Los Angeles Convention Center July 10–14. The Microsoft Worldwide Partner Conference award winners were selected from over 3000 nominations.

“I am very pleased to present this Partner of the Year Award. We feel Colibrium Partners represents the best of the best for innovative solutions that are helping to improve outcomes and lower cost within the Health Insurance industry. Microsoft relies on our Partners to deliver best of breed applications on an open platform versus our competitors who are trying to lock customers into a single monolithic solution”, said Michael Robinson, general manager of U.S. Health and Life Sciences Industry at Microsoft.

Colibrium Partners’ numerous successful deployments of the Microsoft Dynamics CRM 2011 Health Plan Sales Solution integrated with the Tuo® product suite are providing health insurance plans with best of breed sales, service and wellness automation.

“We’re extremely proud of this award and the progress we’ve made together with Microsoft this year. The Microsoft solutions we’re providing are truly taking our customers to the next level in terms of addressing the capabilities and flexibility demanded by today’s market conditions and healthcare reform”, said Mark Poling, Principal, Colibrium Partners.

The Microsoft Partner Program is designed for all partners who develop and market solutions based on Microsoft platforms, provide consulting or technical services on Microsoft systems, or recommend Microsoft technology purchases. Microsoft partners include consulting services providers, independent software vendors (ISVs), independent hardware vendors, large account resellers (LARs), original equipment manufacturers (OEMs), support providers, system integrators, system builders, training providers, value-added resellers and value-added providers.

About Colibrium Partners: Colibrium Partners brings the most comprehensive sales, service and care management platform available today. The Colibrium Partners Tuo product suite provides health insurance plans unified Marketing, Sales, Underwriting, Care Management and Service capabilities. Tuo enables business functions to be unified, working together across traditional, online, social media and mobile channels.

**About Microsoft’s Worldwide Partner Conference**

Microsoft’s Worldwide Partner Conference provides Microsoft’s partner community with access to key marketing and business strategies, leadership, and information regarding specific customer solutions designed to help partners succeed in the marketplace. Along with informative learning opportunities covering sales, marketing, services and technology, the Worldwide Partner Conference is an ideal setting for partners to garner valuable knowledge from their peers and from Microsoft. More information can be found at [http://www.digitalwpc.com](http://www.microsoft.com/partner/events/wwpartnerconference) and on the Partner Network home page at [http://microsoftpartnernetwork.com](http://microsoftpartnernetwork.com/).