**ACI Specialty Benefits Aims to ‘PERK UP’ the Benefits Industry with New Campaign and Website**

*Concept highlights benefits and perks built for a modern world*

**San Diego, CA / September 1, 2014** **–** ACI Specialty Benefits launched a new corporate website today featuring ‘PERK UP,’a fresh campaign to put the spotlight on specialty benefits. The new branding incorporates bold graphics, reimagined company values, and a passionate objective to bring the best perks to employees and students worldwide.

“The traditional benefits market is not as exciting as it could be,” says Dr. Ann D. Clark, founder and CEO of ACI Specialty Benefits. “From Skype™ coaching to food trucks, mobile apps to veteran support, ACI is changing the game with benefits and perks built for a modern world that directly impact productivity, retention and the bottom line.”

ACI Specialty Benefits’ service offerings are the perks associated with the top places to work. CORE Wellness will ‘PERK UP’ employee health by gamifying corporate wellness for a new level of engagement, and Leverage Concierge is the industry standard for perks that attract and retain top talent. ACI’s Employee Assistance Program is a contemporary approach to solving workplace challenges and SOAR student assistance provides critical resources to help students succeed to graduation.

“The job market is improving and the next generation of digitally-native employees is shopping for the best place to work,” states Erin Krehbiel, Chief Integrated Marketing Officer of ACI. “Big data indicates that perks are the real differentiators, and ACI will PERK UP the benefit offerings of clients with hi-tech, hi-touch, accessible and exciting custom services.”

Aiming to connect to clients and their modern employees in the most effective way, the new campaign will be utilized in ACI’s social media as #PERKUP. The #PERKUP tag provides an easy way for tech-savvy employees to access services and interact with ACI through Twitter, Facebook and Instagram.

**ABOUT ACI SPECIALTY BENEFITS**

ACI Specialty Benefits ranks in the nation’s Top-Ten providers of employee assistance programs, corporate wellness, student assistance, concierge, and work/life services to corporations worldwide. With a 95% client retention rate and over seven million covered lives, ACI has provided personalized, high-touch service to their clients for over 30 years.