



HIGHROADS NAMES LARRY WHITMAN CFO

SEASONED HIGH-TECH EXECUTIVE SUPPORTS AGGRESSIVE GROWTH STRATEGY

BOSTON (Mar. 31, 2008) - [HighRoads](#), the company giving human resources (HR) teams control over the benefits that employees value, has appointed Larry Whitman as its chief financial officer and vice president of finance.

Whitman brings 25 years of experience and a proven record of fast-tracking technology companies' growth. He has successfully raised funds, managed acquisitions, driven public offerings and consistently grown Boston-area high-tech companies from pioneers to market leaders.

His leadership ensures that HighRoads has the resources, systems and processes to meet surging customer demand for its innovative HR management solutions.

"Larry's experience will ensure we're strong operationally - a necessity to delivering value to customers," said Michael Byers, HighRoads president and COO. "We're seeing exciting growth and Larry will play an important role in helping us capture the opportunity."

HighRoads helps large employers offer innovative and affordable HR programs, including benefits, by effectively managing vendor performance, plan procurement and renewals, and summary plan descriptions (SPDs). Its managed service shaves millions off annual healthcare tabs by centralizing HR information - including plan designs, pricing models, supplier performance guarantees, SPDs and contracts - for efficiency, control and compliance.

Whitman joins HighRoads from Colubris Networks where he was part of a team that more than tripled the wireless networking start-up's revenue. He was also a key contributor to Shiva Corporation during that company's growth from \$20 million to \$200 million and its successful IPO.

"HighRoads ends the tug-of-war between benefits quality and cost - it offers a compelling proposition that's attracting a lot of deals," said Whitman, who will report to Byers. "I'm excited to contribute to an organization with the right mix of technology, talent and opportunity for real success."



ABOUT HIGHROADS

HighRoads, Inc. (www.HighRoads.com), the new way of managing HR programs and suppliers, improves the employee experience while dramatically reducing costs for large, complex organizations. HighRoads has automated HR processes for more than 100 Fortune 500 employers along with 700 of their vendors, consultants and outsourced administrators. Clients include some of the world's largest companies, such as General Dynamics, Honeywell, IBM, Kraft, Staples and Toyota. Founded in 1999, HighRoads is a privately held company headquartered in Woburn, Mass.

HighRoads Company Contact:

Lori Dustin

(781) 503-4030

ldustin@highroads.com

HighRoads Media Contact:

Kristen Waples

(617) 969-9192

kwaples@corporateink.com
