



## HANNAFORD SUPERMARKETS TAPS HIGHROADS TO LOWER EMPLOYEE HEALTHCARE COSTS

GROCER ACHIEVES BENEFIT PROGRAM EFFICIENCIES AND COST-SAVINGS BOSTON (March 13, 2007) – HighRoads, the only company offering employers a system of record to manage HR programs and vendors, today announced that Hannaford Supermarkets has lowered its overall healthcare tab with HighRoads’ technology-based services, used in tandem with cutting-edge employee wellness initiatives.

Creating a centralized pool of consistent, actionable plan and vendor information and fostering a more competitive marketplace are two key drivers in Hannaford’s overarching strategy, and have helped the leading supermarket chain provide high quality health and welfare benefits more affordably, for more than 25,000 employees and their dependents.

“While the market at large has experienced annual double-digit healthcare rate increases, we’ve held our trend to half of the national average - while improving our associates’ quality of health and outcomes at the same time,” said Peter Hayes, director of healthcare strategy at Maine-based Hannaford. “HighRoads has helped us deliver the best possible plans at the right price, while establishing a highly repeatable process for continually driving value to the organization.”

HighRoads’ collaborative HR Information Management solutions provide unprecedented levels of visibility to information across multiple plans, processes and transactions to support informed decision-making and uncover opportunities for streamlined management. This insight enables employers, consultants and vendors to provide the highest quality employee health and welfare benefits at substantially lower costs.

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#### HR PROCESSES REDEFINED

Traditionally, benefits management is a resource-consuming process, monopolizing staff time and relying heavily on traditional, paper-based workflows. HighRoads' solutions give employers like Hannaford the ability to automate the heavy-lifting of benefits administration, freeing HR teams to focus on higher value activities like strategic plan design and measuring program effectiveness.

Some of the benefits that Hannaford has experienced with HighRoads include:

- A more innovative and competitive market response, where plan providers are more directly involved in designing offerings for Hannaford associates' unique needs

- Shaved months out of RFP cycle times, to quickly measure the market

- Significant annual savings on contract and administrative costs

"Many companies simply accept annual increases in healthcare costs, because they believe they have no control over them," said Michael Byers, president and COO of HighRoads. "We're committed to helping companies break the pattern with a technology-based approach that enables far better decision-making. Our customers, like Hannaford, are proving that it works."





#### ABOUT HANNAFORD

Hannaford Bros. Co., based in Scarborough, Maine, operates 158 stores under the Hannaford Supermarket and Hannaford Supermarket and Pharmacy names. Stores are located in Maine, New York, Massachusetts, New Hampshire, and Vermont. Hannaford stores feature Guiding Stars, America's first storewide nutrition navigation system. Hannaford employs more than 26,000 associates. The company is owned by Delhaize Group of Brussels, Belgium. Additional information can be found at [www.hannaford.com](http://www.hannaford.com).

#### ABOUT HIGHROADS

HighRoads, Inc. ([www.HighRoads.com](http://www.HighRoads.com)) is the only company offering a system of record for managing HR program and vendor information to improve 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 in 75 countries. 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.

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