



FOR IMMEDIATE RELEASE

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HTH Worldwide Creates New User Experience
for Buyers of Travel Health Insurance

March 22, 2011 (Radnor, PA)—HTH Worldwide, a global health and safety services company, today announced the relaunch of its consumer e-commerce site, hthtravelinsurance.com. HTH redesigned the user experience with a focus on allowing customers to quickly find the medical or travel protection products that meet their needs.

Users of the new site appreciate the improved appearance and graphics, easier navigation, rotating plan information, intuitive access to plan specific quoting tools and enhanced incorporation of video content.

“We are pleased to offer our customers and agents a more streamlined and intuitive way of quickly finding and buying travel and international health insurance products. Use of highly prominent, rotating content directs users to the right product, greatly improving the customer experience,” said Brendan Sharkey, Director of Individual Products for HTH Worldwide.

About HTH Worldwide

HTH Worldwide provides health insurance plans and global medical assistance services for more than 700,000 business, leisure and study abroad travelers. HTH programs are distinguished by a contracted community of over 6,500 hospitals and doctors in 180 countries. HTH combines its health and safety research, advanced Internet and mobile applications, and extensive experience in designing and delivering international health insurance plans to ensure customers’ health, safety and peace of mind. For more information, visit www.hthworldwide.com.

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