



PRESS RELEASE

Catalyst Rx Awarded New URAC Drug Therapy Management Accreditation

ROCKVILLE, Md., October 16, 2007 (BUSINESS WIRE)--Catalyst Rx, the pharmacy benefit management subsidiary of HealthExtras, Inc. (NASDAQ:HLEX), has received URAC's new accreditation for Drug Therapy Management. URAC's Drug Therapy Management Accreditation standards address a broad range of functions including the development of clinical policies using evidence-based medicine; patient communication regarding medication use; and promoting consumer rights, shared decision making and education. They are created to assist companies in driving therapeutic outcomes for consumers with clear focus on patient safety, outcomes measurement and quality improvement.

To develop the program's standards and the standards review process, non-profit URAC enlisted the support of various stakeholders, pharmacy benefit management companies, health plans, large employers, government payers, pharmacists and labor and consumer groups. The Drug Therapy Management Accreditation program is the end result of more than a year of standards development and testing related to its Pharmacy Benefit Management Accreditation program, for which Catalyst Rx was selected as a first-ever beta participant. Catalyst Rx is currently listed as 'in process' for attaining Pharmacy Benefit Management Accreditation and is expected to be completed with the accreditation process in the fourth quarter of 2007.

Alan P. Spielman, URAC's president and chief executive officer explains, "Establishing a Drug Therapy Management Accreditation distinct from our Pharmacy Benefit Management Accreditation program will allow us to ensure quality not only among pharmacy benefit management organizations that offer this service, but extend the reach to case management, disease management and pharmacy organizations which are interested in exploring more sophisticated ways to manage medication and incorporate Drug Therapy Management into their care management programs."

"We are very pleased to have been awarded the first-ever Drug Therapy Management Accreditation by URAC and to have received the seal of approval from one of the nation's leading independent accrediting organizations," said David T. Blair, Chief Executive Officer.

About HealthExtras (www.healthextras.com)

HealthExtras, Inc. is a full-service pharmacy management company. Its clients include self-insured employers, including state and local governments, third-party administrators, managed care organizations and individuals. The Company's integrated pharmacy benefit management services marketed under the name Catalyst Rx include: claims processing, benefit design

consultation, drug utilization review, formulary management, drug data analysis services, and mail service and specialty services. Additionally, the Company operates a national retail pharmacy network with over 60,000 participating pharmacies.

This press release may contain forward-looking information. The forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Act of 1995. Forward-looking statements may be significantly impacted by certain risks and uncertainties described in HealthExtras' filings with the Securities and Exchange Commission.

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