



PRESS RELEASE

Catalyst Rx Recertified by the HR Policy Association as a Provider of Full Transparency in Drug Contracting

ROCKVILLE, Md., October 17, 2007 -- Catalyst Rx, the pharmacy benefit management subsidiary of HealthExtras, Inc. (NASDAQ: HLEX) was recently recertified as a transparent pharmaceutical benefit manager (PBM) by the HR Policy Association. The Company was recognized for meeting or exceeding all requirements set forth by the Association's Transparency in Pharmaceutical Purchasing Solutions (TIPPS) initiative.

Representing 55 large employers and over 5 million Americans, the HR Policy Association's Pharmaceutical Purchasing Coalition was formed in an effort to make drug prices more understandable and transparent to employer groups and provide employers with the most rigorous level of drug purchasing transparency available in the marketplace. Each year, employers in the coalition formulate a uniform definition of transparency and annually certify organizations that agree to the TIPPS standard.

The recertification comes as a result of Catalyst Rx's long standing commitment to sharing its business practices and transparent, pass-through pricing model. Transparency in pricing provides clients with the assurance that they have a complete understanding of the source of savings they are receiving, and the total price they are paying for Catalyst Rx's services. Catalyst Rx's continued dedication to innovation, efficiency and superior customer service has helped its clients balance the management of pharmacy costs with superior quality of care.

"As an independent organization, Catalyst Rx is able to provide unbiased pharmacy benefit management solutions truly designed with the clients' best interests in mind and are focused on providing the most effective therapy at the lowest net cost," said David Blair, Chief Executive Officer.

About HealthExtras (www.healthextras.com)

HealthExtras, Inc. is a full-service pharmacy benefit management company. Its clients include self-insured employers, including state and local governments, third-party administrators, managed care organizations, unions 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 order services. Additionally, the Company operates a national retail pharmacy network with over 59,000 participating pharmacies.

This press release may contain forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934. These forward-looking statements involve a number of risks and uncertainties. Factors that we have identified that might materially affect our results are discussed in our Annual Report on Form 10-K for the year ended December 31, 2006 under “Item 1.A Risk Factors.” Readers are urged to carefully review and consider the various disclosures made in our Annual Report on Form 10-K and our other filings with the Securities and Exchange Commission that attempt to advise interested parties of the risks and uncertainties that may affect our business.

About HR Policy Association

HR Policy Association is a public policy advocacy organization representing the senior human resource executives of more than 250 leading employers doing business in the United States. Collectively, its members employ over 12 percent of the U.S. private sector workforce or some 19 million Americans. Due to extreme concern over skyrocketing health care costs in the United States and deficiencies in efficiency and quality, the Association has been working through its public policy agenda and market reform initiatives to address the problems that plague our nation’s health care system. Transparency in Pharmaceutical Purchasing Standards and TIPPS are service marks of Health Care Policy Roundtable, LLC.

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