

ChannelNet Awarded Brand Website Contract by UAW Retiree Medical Benefits Trust

Sausalito, Calif., October 27, 2010 – A recent agreement between the UAW Retiree Medical Benefits Trust and multichannel marketing solutions provider [ChannelNet](#) means retired UAW workers covered by the Trust will soon be able to access health care benefit information and resources through a UAW Trust-branded portal. The new ChannelNet-created website is designed to establish an online identity, share information with approximately 875,000 Trust members, and more effectively communicate to retirees and dependents about their health care benefits.

The UAW Trust site will offer information about the recently formed Trust, its organizational structure, medical benefits, prescription drug coverage, dependent eligibility, as well as provide links to resources for Trust members. The site will offer news and messages specific to Trust members.

[ChannelNet](#) was tapped to build the new web site because it was able to provide a full set of services: creative input, content management, help desk support, and web hosting. [ChannelNet](#) was also able to understand and put forward a solution that addressed the needs of the site's unique users: retirees that range in age from 50 to over 100 years old.

"It is very important to understand the audiences that will use a brand web site before undertaking development," said Paula Tompkins, ChannelNet CEO and founder. "Studies show that if a retiree is not computer literate they typically have a child, grandchild, or care giver who is Internet savvy."

[ChannelNet](#) is designing the site using studies that show specifically how retirees read and navigate web sites. The firm's choice of fonts, type size, colors, white space, and visual aids will help simplify the design; while page layout, graphics, and photos will streamline navigation.

Matt Wood, Senior Manager of Communications at the UAW Retiree Medical Benefits Trust, sees the site as a way to overcome obstacles

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communicating to a large diverse population of Trust members, “We have members in every state and nearly every age. We are designing a communication tool for current retiree members as well as future retiree members and their families. Searching for health related information is among the top reasons seniors use the internet today. We want our members to be informed about their benefits so they can use them in a wise and efficient manner to promote good health.”

ChannelNet’s website for the UAW Retiree Medical Benefits Trust is scheduled to launch in November 2010.

About ChannelNet:

For 25 years ChannelNet has been the leading provider of multichannel marketing solutions for the home improvement, automotive, retail and financial services industries. ChannelNet’s patented software, SiteBuilder™, allows customers to conduct research online and complete transactions either online, at a store or through a call center. ChannelNet has created thousands of solutions for hundreds of companies worldwide including BMW, Hunter Douglas, Ford Motor Company, Benjamin Moore Paints, General Motors, Saks Fifth Avenue, Volkswagen, College Pro, World Omni Financial Corp., California Closets, Harman Kardon, Motorola, Hallmark and many others. ChannelNet is a privately held company based in Sausalito, California and Detroit, Michigan. ChannelNet’s solutions include networks of corporate, brand and sales channel websites, personalized microsites, guided selling tools, and communication portals. Visit <http://www.channelnet.com> for more information, and follow frequent updates on Twitter (@channelnet) and Facebook (ChannelNet).

About UAW Retiree Medical Benefits Trust:

The UAW Retiree Medical Benefits Trust is the name of the Voluntary Employee Beneficiary Association (VEBA) established as a result of the 2007 Settlement Agreements between the General Motors/Ford/Chrysler and the UAW. The UAW Retiree Medical Benefits Trust, launched January 2010, administers health

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care benefits to over 870,000 members through the operation of three separate trust funds for respective retirees of each automotive company; making it the largest non-governmental purchasers of retiree health care in the United States.

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