

NJAHU Hires Communications Firm for Statewide Outreach

TRENTON – September xx, 2007 –

The Board of Directors of the New Jersey Association of Health Underwriters (NJAHU) has unanimously voted to retain Jaffe Communications, Inc. of Westfield, N.J. to coordinate an aggressive statewide communications effort.

“As we are all aware, there are many critical issues affecting the health insurance industry today,” said Nicole Gunia, NJAHU president. “The Board believes the Association needs a strong public relations campaign to dovetail with our legislative outreach in Trenton.”

As health care reform is expected to become a top-tier issue in the Presidential race next year, Gunia said, this is the ideal opportunity for the Association to demonstrate its knowledge of the issue and to publicly guide the debate, where appropriate.

Jaffe Communications (www.jaffecom.com) was chosen among a number of public relations firms because of its extensive experience working in New Jersey and its strong relationship with the print and broadcast media.

Gunia noted the communications company is staffed with working journalists, adding the Board believes Jaffe Communications has the most relevant experience to communicate NJAHU’s position on complicated health insurance issues to audiences statewide.

“We, as an Association, know that we are the experts in our field and we must continue to spread that message to business leaders, state and federal legislators and the general public,” Gunia said. “The Board felt Jaffe Communications gives us the better tools, strategy and commonality to achieve this as we go forward.”

Jonathan Jaffe, principal of Jaffe Communications, said the agency welcomes the opportunity to help the NJAHU educate the public on critical healthcare issues, as well as highlighting smart health insurance legislation and raising the ethical standards of the health insurance industry.

“We are extremely impressed with the goals the NJAHU has set forth,” Jaffe said. “Working closely with the NJAHU Board, as well as its government affairs firm, Princeton Public Affairs, we are confident the Association will accomplish its objectives.”