

For Immediate Release

Maxwell Health Makes B Lab's "Best for Workers" List

Corporate Responsibility Nonprofit Names 79 businesses across 39 industries from Around the Globe; Etsy, Dansko and Change.org also make Prestigious List

New York, NY – October 17, 2013 - Maxwell Health (maxwellhealth.com), a human resources platform that manages benefits and promotes employee health, today announced that it was named to corporate responsibility nonprofit B Lab's "Best for Workers" list. Maxwell joined 78 other companies across 39 industries and six countries that have been recognized for creating positive work environments for their employees.

"We're honored to be recognized by B Lab as a company that places a premium on the happiness and wellbeing of our team members," said Veer Gidwaney, co-founder and CEO of Maxwell Health. "As a young company, it's critical to build a good foundation, and that starts with creating an employee-friendly workplace, which is something we've made a priority since day one. We're delighted to be recognized for our workplace environment, as well as being a Certified B Corporation – B Lab's list of companies from around the world that are pioneering new ways of doing business while also doing good."

The 'B Corp Best for Workers List' honors businesses for their positive impact on their workforce, as measured by the B Impact Assessment, a comprehensive assessment used by more than 10,000 businesses to measure their impact on their workers, community and the environment. The analysis includes metrics regarding worker ownership, compensation and benefits, management and worker communication, training and education, work environment, and occupational health and safety.

Companies earning this honor include fast-growing venture-backed e-commerce businesses like Etsy; well-known employee-owned brands including Dansko, King Arthur Flour, and New Belgium Brewing Company; and worker-cooperatives Cooperative Home Care Associates, Home Care Associates, and Namaste Solar. A quarter of honorees are based outside the US, including 14 Canadian companies and a telecommunications company in Afghanistan (Roshan), a recycling company in Chile (Triciclos), and an investor in smallholder farmers in Kenya (Juhudi Kilimo).

Each honoree is a [Certified B Corporation](#), a new type of company that uses the power of business for good and meets rigorous standards of overall social and environmental performance, accountability, and transparency. Today there are over 800 Certified B Corporations across more than 60 industries and 27 countries, unified by the common goal to redefine success in business.

Said Jay Coen Gilberg, co-founder of B Lab: "Study after study shows that being 'best for workers' means being best for shareholders because the name of the game is winning the war for talent. The B Corp 'Best for Workers' honorees are the companies people want to work for and invest in; they've proven they're the best of the best by meeting rigorous, comprehensive third party standards people can trust."

The full 'B Corp Best for Workers List' is available at: <http://bit.ly/17wRWe1>

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About Maxwell Health:

Based in New York, NY, and Cambridge, MA, Maxwell Health (maxwellhealth.com) is an innovative human resources platform that manages benefits and promotes employee health. The company combines a SaaS platform and a concierge service to simplify benefits, reduce insurance costs and improve employee health.

About B Lab

B Lab is a nonprofit organization that serves a global movement to redefine success in business. It's vision is that one day all companies will compete not only to be the best in the world, but best *for* the world. B Lab drives this systemic change through a number of interrelated initiatives: 1) building a community of Certified B Corporations who lead this movement and make it easier to tell the difference between “good companies” and good marketing; 2) passing benefit corporation legislation to create a new kind of corporation legally required to create value for society, not just shareholders; 3) helping businesses and investors assess, compare, and increase their impact through use of the B Impact Assessment, a free educational tool, and the B Analytics, a flexible, customizable data platform.