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DataPath Names John Robbins Jr. President and CEO

Robbins replaces John Robbins Sr. after his death

LITTLE ROCK, ARK. (March 7, 2011) – John Robbins Jr. has been named DataPath’s new president and chief executive officer after the death of founder John Robbins Sr.

John Robbins Jr., who has served as DataPath’s vice president and director of healthcare payment solutions for the past four years, has been with the company since 1996 and is known in the employee benefits industry for his development of the *myResourceCard*[®] credit card in close partnership with national credit-card companies. The card has several patents on it and is a leading healthcare payment platform for many large companies across the country.

“John’s death has profoundly saddened us all. He was a wonderful friend, and we will miss him greatly. We are comforted knowing his legacy and vision for the company will be carried on,” said Glen Hoffman, vice president and director of financial services for DataPath and a co-founder of the company. “John Jr. embraces the same passion and vision for this company. He is respected in our industry and recognized as an innovative leader in the consumer driven marketplace. DataPath is in good hands, and I welcome John’s appointment to lead our company.”

“Since my father’s passing, I have been touched by the outpouring of love and support from our employees, clients and our peers in the industry. My father truly was an inspiration to all he met,” said John Robbins Jr. “I humbly accept my new position within DataPath. I look forward to leading DataPath and ensuring that it remains the company that my father and Glen developed – a company that empowers our clients with the tools they need and fosters an environment that allows our employees to discover their true potential.”

As one of the nation’s leading experts in the field of healthcare payments, John Robbins Jr. is a leader in new product development, serving as the lead for DataPath’s Consumer Driven Healthcare Account Management Systems. He was also involved with the design of the *HSAToday*[®] program with regards to investments and bank card integration.

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In 2007, Robbins helped form the national association, SIGIS, Special Interest Group for IIAS Standards (www.sigis.com). He has served SIGIS as an elected member of the management committee reporting to the Board of Directors. Robbins has presented at several national industry conferences, including seminars with the Employers Council on Flexible Compensation (ECFC).

Since health reform, he has been recognized as an authority on consumer driven healthcare and has been interviewed frequently by local television and radio stations. Robbins has been named a “40 Under 40” leader by *Arkansas Business* and is a 2010 graduate of Leadership Arkansas.

Prior to joining DataPath, Robbins worked with an actuarial firm providing defined benefit and 401(k) administration and testing. He graduated with a bachelor’s of science degree in mathematics from Christian Brothers University in Memphis.

About DataPath

DataPath, founded in 1984, is a management-owned, privately held company based in Little Rock, Ark., that produces software solutions for administering employee benefit plans. Clients include employers, third-party administrator outsourcing benefit consultants, and plan service providers, including banks, CPAs, insurance companies and insurance agencies. DataPath specializes in systems for employee benefit plans operating under federal regulations, such as cafeteria plans, flexible spending accounts, dependent care plans, health reimbursement accounts, health savings accounts, COBRA, healthcare debit cards and more.