



FOR IMMEDIATE RELEASE

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IDAHO'S LARGEST EMPLOYEE BROKERAGE FIRM OPENS IN SNAKE RIVER LANDING

IDAHO FALLS, (Idaho) – Idaho's largest employee benefit brokerage and consulting firm, Western Benefit Solutions (WBS), has now opened an Idaho Falls branch in Snake River Landing. The office is located at 950 Pier View Drive in Suite C next to Liberty Mutual. The firm is headquartered in Boise but expanded to Idaho Falls in 2010. Heading the office is Matt Hansen, Benefits Consultant. Prior to joining WBS, Hansen owned and managed Insight Financial, a successful employee benefit and financial services organization that he helped found in 2003.

WBS found Snake River Landing to match the professionalism the company exemplifies. "Snake River Landing was the perfect choice for our office," Hansen said.

"WBS represents the high quality of tenant that we are attracting at Snake River Landing," says Chief Development Officer Eric Isom. "We look forward to watching our tenant list grow as we offer attractive lease deals."

WBS specializes in benefit design and implementation, self-funding, cost containment, alternative benefit strategies, forecasting trend analysis, managed care alternatives, and compliance issues.

"Providing value to our clients by specializing in employee benefits and keeping overhead costs down has always been top priority. We continue to provide this level of expertise and service in the Eastern Idaho area" said Ron Osborne, CEO and owner of WBS.

For over five years, WBS has been ranked as one of the top 10 largest and most productive Employee Benefit Brokerage Firms in the United States by the prestigious trade publication *Business Insurance*. Find WBS online at www.westben.com or contact Matt Hansen at (208) 542-1233.

About Snake River Landing

Snake River Landing is an exciting master-planned waterfront community in the heart of Idaho Falls and the home of nearly 30 businesses. Encompassing over 400 acres of majestic Snake River property, the project stretches from Pancheri Drive south to Sunnyside Road and will include retail, office, restaurant and residential space along with several parks, trails and water features. For more information, please visit www.SnakeRiverLanding.com.

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