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HealthExtras (ticker: HLEX, exchange: NASDAQ) News Release - 28-May-2004

HealthExtras' Executives Adopt 10b5-1 Plan

ROCKVILLE, Md.--(BUSINESS WIRE)--May 28, 2004--HealthExtras, Inc. (NASDAQ:HLEX) pharmacy benefit management company, announced today the adoption of a stock trading plan in accordance with the guidelines specified by the Securities and Exchange Commission's Rule 10b5-1 under the Securities Exchange Act of 1934. A Rule 10b5-1 plan is designed to enable an executive to avoid any real or perceived conflict of interest in connection with the trading of company securities. Senior executives participating in the plan will be limited in the aggregate number of shares that they may sell to 350,000 shares in any plan year. David T. Blair, Executive Officer, and Michael P. Donovan, Chief Financial Officer, intend to participate in the program subject to the limitations and neither will sell more than 10% of their holdings in any plan year.

About HealthExtras (www.healthextras.com)

HealthExtras, Inc., a pharmacy benefit management company, currently provides benefits to over two million members and the Company's clients include managed care organizations, employer groups, unions, government agencies and individual consumers. The Company's integrated pharmacy benefit management services marketed under the name Catalyst Rx include: claims processing, mail order services, benefit design consultation, drug utilization review, formulary management and drug data analysis services. Additionally, the Company operates a national retail pharmacy network with over 53,000 participating pharmacies.

This press release may contain forward-looking information. The forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Act of 1995. Forward-looking statements may be significantly impacted by certain risks and uncertainties described in HealthExtras' filings with the Securities and Exchange Commission.

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