



eHealth, Inc. Announces Pricing of its Initial Public Offering of Common Stock

October 12, 2006

MOUNTAIN VIEW, California – October 12, 2006 – eHealth, Inc. today announced the pricing of its initial public offering of 5,000,000 shares of common stock at a price of \$14.00 per share. eHealth has also granted the underwriters a 30-day option to purchase up to 750,000 additional shares. eHealth's common stock will be listed on the Nasdaq Global Market under the symbol "EHTH" and will begin trading on Friday, October 13, 2006.

Morgan Stanley & Co. Incorporated and Merrill Lynch & Co. acted as joint book-running managers for the offering. In addition, Thomas Weisel Partners LLC and JMP Securities LLC acted as co-managers for the offering. When available, a copy of the final prospectus may be obtained from: Morgan Stanley & Co., 180 Varick Street, New York, NY 10014 (telephone: 1-866-718-1649, [email: prospectus@morganstanley.com](mailto:prospectus@morganstanley.com)) or Merrill Lynch & Co., 4 World Financial Center, New York, New York 10080, (telephone: 212-449-1000).

A registration statement relating to these securities was filed with and declared effective by the U.S. Securities and Exchange Commission. The offering is being made solely by means of a prospectus.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.