



## **eHealth Launches Ubao.com in Xiamen, China**

September 28, 2007

**Certain Consumers in China Can Now Shop for Health, Life and Accident Insurance Online Through eHealth's Ubao.com**

MOUNTAIN VIEW, CA, Sep 27, 2007 (MARKET WIRE via COMTEX News Network) -- eHealth, Inc. (NASDAQ: EHTH) today announced that its China subsidiary eHealth China (Xiamen) Technology Co., Ltd. has launched a pilot program to market insurance online in China's Fujian province. As part of the pilot program, residents of the city of Xiamen in the Fujian province in China can shop for health, life and accident insurance at the company's website [www.ubao.com](http://www.ubao.com), which features approximately 25 insurance plans from insurance carriers consisting of China Life, Ping An, Taikang Life and Tianan. eHealth China currently is licensed to sell health, life and accident insurance in the Fujian province in China.

About eHealth, Inc.

eHealth, Inc. is the parent company of eHealthInsurance, the leading online source of health insurance in the United States for individuals, families and small businesses. eHealthInsurance presents complex health insurance information in an objective, user-friendly format, enabling the research, analysis, comparison and purchase of health insurance products that best meet consumers' needs. eHealth and eHealthInsurance are registered trademarks of eHealthInsurance Services, Inc.

eHealth, Inc. was founded in 1997 and its technology was responsible for the nation's first Internet-based sale of a health insurance policy in the United States. eHealth is headquartered in Mountain View, California. Additional information can be found on eHealth's website, [www.ehealthinsurance.com](http://www.ehealthinsurance.com).

### **Forward-Looking Statements and Risks**

This press release may contain statements that are forward-looking statements as defined within the Private Securities Litigation Reform Act of 1995. These include statements regarding the feasibility and demand for eHealth's ecommerce platform for the sale of health, life and accident insurance in China. There can be no assurance that the company will be successful in marketing or selling insurance in China. The ability of the company to successfully market and sell insurance in China is inherently subject to various risks and uncertainties, including risks associated with various legal and regulatory matters, including the permissibility of the company's sale of insurance in China; varied, unfamiliar and unclear laws, rules and regulations; legal, political or systemic restrictions on the ability of United States companies or their wholly-owned subsidiaries to market insurance or otherwise do business in China; disadvantages and an inability to obtain or maintain necessary approvals as a result of the company's subsidiary in China being wholly foreign owned or otherwise; restrictions on the importation of programming to or from the United States; inexperience in marketing or selling insurance in China or in adapting its business and ecommerce platform and distribution model to Chinese markets and cultures and legal and regulatory regimes or business customs; and lack of demand for health or other insurance as a result of the government's role in paying for healthcare and other expenses. In addition the company's success in establishing an insurance business in China also would be dependent upon many of the factors that influence the success of the company's business in the United States, including acceptance of the Internet and the company's ecommerce platform as a marketplace for the purchase of insurance; success in marketing the company's ecommerce platform and in retaining members who purchased insurance after using that platform; the company's ability to enter into and maintain relationships with insurance carriers; the affordability and attractiveness of the insurance products offered; insurance carrier business practices; the effectiveness with which the company establishes a brand identity; performance, reliability and availability of the ecommerce platform; competition; the regulatory and healthcare reimbursement environment; the company's ability to attract qualified personnel and network security.

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