



eHealth Technology Licensed by Kaiser Permanente of the Mid-Atlantic States

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Innovative E-Commerce Technology to Power Broker-Generated Health Insurance Sales in Maryland, Virginia and D.C.

MOUNTAIN VIEW, CA, Feb 05, 2008 (MARKET WIRE via COMTEX News Network) -- eHealth, Inc. (NASDAQ: EHTH), parent company of eHealthInsurance, today announced the licensing of eHealth's e-commerce technology.

Under the agreement, Kaiser Permanente brokers and agents in Maryland, Virginia and the District of Columbia will use eHealth's e-commerce platform to prepare quotes and submit applications to Kaiser Permanente, using a broker website designed and powered by eHealth.

"We're pleased to help a respected industry leader like Kaiser Permanente build a more robust and efficient e-commerce solution," says eHealth Chief Executive Officer Gary Lauer. "By streamlining its broker-generated business channel, we believe eHealth can powerfully contribute to Kaiser's continued success in the Mid-Atlantic region."

"Our number one concern is effectively serving the needs of our customers. eHealth's proven e-commerce technology will assist us with our efforts, while integrating brokers more directly with our underwriting process," says Kaiser Permanente Vice President of Marketing, Sales & Business Development, Ruben Burnett.

eHealth's e-commerce platform simplifies the complex and traditionally paper-intensive sales and purchasing process. The proprietary technology provides instant access to online health insurance quotes, the ability to compare benefits from different Kaiser Permanente plans side by side and features such as eHealth's plan advisor tool and physician directories.

The e-commerce platform includes a powerful set of web-based sales tools that greatly improve the efficiency of selling and processing individual health insurance applications, with electronic signature integration and electronic submission of broker-assisted applications.

About eHealth, Inc.:

eHealth, Inc. (NASDAQ: EHTH) is the parent company of eHealthInsurance, the nation's leading online source of health insurance for individuals, families and small businesses. Through the company's website, www.ehealthinsurance.com, consumers can get quotes from leading health insurance carriers, compare plans side by side, and apply for and purchase health insurance. eHealthInsurance offers more than 7,000 health plans underwritten by more than 160 of the nation's leading health insurance companies. eHealthInsurance is licensed to sell health insurance in all 50 states and the District of Columbia. eHealthInsurance and eHealth are registered trademarks of eHealthInsurance Services, Inc.

Forward-Looking Statements

This press release contains forward-looking statements as defined within the Private Securities Litigation Reform Act of 1995. These include statements regarding implementation of the platform, the robustness and efficiency of eHealth's e-commerce solution, eHealth's ability to streamline Kaiser Permanente's broker-generated business channel and contribute to Kaiser Permanente's success in the mid-Atlantic region, eHealth e-commerce technology integrating Kaiser Permanente brokers more directly with the underwriting process and helping to more effectively serve the needs of Kaiser Permanente's customers, the effectiveness of the eHealth e-commerce platform in simplifying the sales and purchasing process and improving the efficiency of selling and processing individual health insurance applications. These forward-looking statements are inherently subject to various risks and uncertainties that could cause actual results to differ materially from the statements made, including risks associated with Kaiser Permanente's success in marketing its online sales; continued implementation of the e-commerce platform by Kaiser Permanente and its brokers and agents; system failures, malfunctions, bugs or capacity constraints; the performance, reliability and availability of the platform and underlying network infrastructure; e-commerce security risks; resource allocation by Kaiser Permanente and its brokers and agents; the success of the relationship between eHealth and Kaiser Permanente and its brokers and agents; compliance with insurance and other laws and regulations and changes in laws and regulations. Other factors that could cause operating, financial and other results to differ are described in eHealth's most recent periodic report as filed with the Securities and Exchange Commission and available on the investor relations page of eHealth's website at www.ehealthinsurance.com and on the Securities and Exchange Commission's website at www.sec.gov. Neither eHealth nor Kaiser Permanente of the Mid-Atlantic Region undertake any obligation to update any forward-looking statement to conform the statement to actual results or changes in expectations.

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