



eHealth Announces Expansion of Operations in China

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eHealth's Ubao.com Website Now Offers Insurance Products Online to Consumers in the Shanghai Area

MOUNTAIN VIEW, CA, Apr 08, 2008 (MARKET WIRE via COMTEX News Network) -- eHealth, Inc. (NASDAQ: EHTH), parent company of eHealthInsurance Services, Inc., today announced that its Chinese subsidiary, eHealth China (Xiamen) Technology Co., Ltd., has extended the reach of its Chinese website, Ubao.com, to include insurance consumers in the Shanghai area.

The Ubao.com website, in partnership with Shanghai's Alltrust Insurance Agency Co., Ltd. ("Alltrust"), is now able to offer health, life and accident insurance in both Xiamen and Shanghai. Previously, the products and services offered through the Ubao.com pilot program had been limited to residents of the Xiamen area only.

Through Alltrust, Ubao.com now allows Shanghai consumers to choose from approximately 27 insurance plans from carriers like China Life, Ping An, New China Life (NCI), Tian An and China Continent.

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.

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