



eHealth Appoints John D. Desser Vice President of Public Policy and Government Affairs

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Former Senior Official From Health and Human Services to Represent Company's Public Policy and Consumer Advocacy Initiatives

MOUNTAIN VIEW, CA, Aug 25, 2008 (MARKET WIRE via COMTEX News Network) -- eHealth, Inc. (NASDAQ: EHTH), the leading online source of health insurance for individuals, families and small businesses, announced today the appointment of John D. Desser as Vice President of Public Policy and Government Affairs. Mr. Desser will provide insight and expertise on healthcare reform to policy makers in Washington, D.C., and to think tanks and other influencers, leveraging eHealth's strong understanding of the individual health insurance market. Mr. Desser will be attending and participating in the 2008 Democratic National Convention and 2008 Republican National Convention.

"With the upcoming election, our next President and Congress will have an opportunity to take meaningful action in addressing the problem of this country's uninsured," said Gary Lauer, Chief Executive Officer of eHealth. "eHealth has gained tremendous insights in its eleven years of delivering innovation and in helping many uninsured Americans find quality and affordable health insurance. John will play a critical role in sharing our insights and experience, and in contributing to the national discussion about healthcare."

"More than ever before, our nation is unified in its call for a healthcare solution. Elected officials and private industry must come together to develop a bipartisan solution that empowers consumers and delivers affordability, accessibility and efficiency," said Desser. "I'm excited to join an organization that is taking an innovative approach to these issues and is making a difference everyday by delivering more affordable health insurance for all Americans."

Mr. Desser brings over 17 years of experience in healthcare policy in Washington D.C. to eHealth. Prior to joining eHealth, Mr. Desser held the position of Deputy Assistant Secretary for Health Policy in the Office of the Assistant Secretary for Planning and Evaluation (ASPE) at the U.S. Department of Health and Human Services. While working in the Health and Human Services Department, Mr. Desser was selected by Secretary Michael O. Leavitt to lead the Administration's priority of "Affordable Choices," a key initiative to extend basic, affordable health insurance to the uninsured. Before joining the Health and Human Services Department, Mr. Desser served as Vice President and manager of the healthcare practice at Jefferson Government Relations, LLC. In 2003, Mr. Desser also played a key role in the design, drafting and legislative strategy leading to the enactment of Health Savings Accounts (HSAs). Mr. Desser also served as a legislative assistant to then-U.S. Representative Jon Kyl, now a U.S. Senator from Arizona and the Republican Whip. Mr. Desser began his career in Washington in 1990, as a health policy aide to the senior senator from Arizona, U.S. Senator John McCain.

About eHealth

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 thousands of health plans underwritten by more than 180 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.

For more information, please contact:

Brian Mast

Director of Public Relations

eHealth, Inc.

Email Contact

office: (650) 210-3149

cell: (415) 609-8494

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