



COBRA Subsidy and Affordable Health Insurance Alternatives: Free Webinar

May 4, 2009

MOUNTAIN VIEW, CA, May 04, 2009 (MARKET WIRE via COMTEX) -- eHealthInsurance (NASDAQ: EHTH), the leading online source for individual and family health insurance, is holding a free webcast on Tuesday, May 5, 2009 to inform consumers on health insurance options in the event of a recent layoff or job departure. With state-level employment assistance agencies currently overwhelmed with laid-off workers seeking guidance on everything from job placement to health insurance, the webinar will provide valuable educational resources for both consumers and agency staff.

Attention:

Unemployed consumers; human resource professionals; State-level employment assistance agencies and "one-stop" centers; consumer, workplace, healthcare and personal finance media

What:

Live webcast on Health Insurance Options for the Unemployed. Attendees will learn about:

- Six different ways to obtain health insurance coverage
- COBRA insurance and the new federal COBRA subsidy
- Public assistance programs for free or low-cost coverage
- Helpful online resources for researching and buying health insurance

An audience Q&A will follow the presentation.

When:

Live webcast to be held on May 5, 2009 from 11:00 a.m. to 12:00 p.m. PDT

To register for the webcast, please visit: <https://www2.gotomeeting.com/register/751672491>

Who:

Hosts and panelists include:

Amir Mostafaie, eHealth Consumer Health Insurance Expert. Mostafaie is a physician by training and is a licensed health insurance agent in 50 states and Washington D.C.

Wendy Nice Barnes, Vice President of Human Resources at eHealth and an expert on COBRA and Employee Benefits.

Why:

With increased unemployment, more Americans are losing their employer-based health benefits and are facing the health insurance research and buying process on their own. A recent survey⁽¹⁾ commissioned by eHealthInsurance and conducted by global insights firm Kelton Research has found that if laid off, many Americans are not prepared for the health insurance costs awaiting them:

- 65% didn't think they could afford to pay for their own health insurance for more than six months if they lost their job
- One in two (50%) Americans with insurance doubt that if they lost their current coverage, they'd be able to find similar coverage with another plan
- Just 26% of those surveyed were aware that private health insurance is typically less expensive than COBRA coverage

As unemployment spreads, the high cost of COBRA insurance, even when subsidized, will continue to drive more individuals and families to seek lower cost health insurance alternatives. This webinar will explore helpful options and tips for making the right decision.

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, <http://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 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 information about individual and family health insurance plans as an alternative to COBRA, please contact:

- A licensed eHealthInsurance agent at 1-800-977-8860
- Or go online to www.COBRAlearning.com

For information about public programs please contact:

-- The Foundation for Health Coverage Education (FHCE) at 800-234-1317

-- Or go to their web site is www.coverageforall.org

Source

(1) National poll conducted by global insights firm Kelton Research for eHealthInsurance; For a complete summary of survey data and methodology, go to: <http://www.ehealthinsurance.com/unemploymentsurvey>

For more information, please contact:

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