



Get Health Insurance on Your Mobile Device at eHealth.com

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eHealth Mobile Platform Provides Health Insurance Options for Consumers On the Go

MOUNTAIN VIEW, CA, Aug 17, 2009 (MARKETWIRE via COMTEX) -- eHealthInsurance, the leading online source of health insurance (www.ehealthinsurance.com) for individuals, families and small businesses, announced today that it is offering Individual, Family and Short-term health insurance products through a specially designed mobile ecommerce platform located at www.ehealth.com on your mobile device or www.ehealth.com/m.

Consumers interested in purchasing health insurance can now use their hand-held mobile devices. Mobile users can get quotes from a selection of eHealthInsurance's best selling Individual and Family health insurance plans, look up coverage details, create an account and start an application. Shoppers can then call the eHealthInsurance call center or log in to the website from their home computer, complete the insurance application and submit it for approval.

Consumers interested in Short-term health insurance products can also receive real-time quotes through the eHealth Mobile site. In some cases, Short-term coverage shoppers can complete the entire application through their mobile device and receive confirmation of their immediate approval.

The eHealth Mobile site is found on your mobile device at www.ehealth.com or online from your personal computer at www.ehealth.com/m.

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 leading health insurance companies. eHealthInsurance is licensed to sell health insurance in all 50 states and the District of Columbia. Through its eCommerce On-Demand solution (eOD), www.ehealth.com/eOD, eHealth is also a leading provider of on-demand e-commerce software services. eHealth's eOD platform provides a suite of hosted solutions that enable health plan providers and resellers to market and distribute products online. eHealth's eCommerce On-Demand solution is currently available to health plan providers in all 50 states and the District of Columbia. eHealthInsurance and eHealth are registered trademarks of eHealthInsurance Services, Inc.

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1044264

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