



eHealth, Inc. Debuts New Life Insurance Product Offering

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eHealth, Inc. Debuts a New Resource to Help Consumers Review and Apply for Quality Life Insurance Coverage

MOUNTAIN VIEW, CA, Jan 19, 2010 (MARKETWIRE via COMTEX) -- Today, eHealth, Inc. (NASDAQ: EHTH), parent company of eHealthInsurance, the leading online source of health insurance for individuals, families, and small businesses, announced the launch of its new life insurance product offering, through <http://www.ehealthinsurance.com> and directly at www.elifeinsurance.com, which allows consumers to research and comparison shop for life insurance.

eHealth's new offering will allow consumers to conduct side-by-side comparisons of quotes and life insurance policy benefits. Through a referral partnership with Seattle-based Efinancial, LLC, eHealth is able to launch its life insurance offering with a broad offering of products from leading life insurance providers, with A.M. Best credit ratings ranging from "A-" to "A+."

The new life insurance offering from eHealth gives consumers access to several types of life insurance policies including traditionally underwritten policies, which require a medical review; guaranteed issue policies, which are available without a medical review or health questionnaire; and simplified issue policies, which can be applied for and approved online in a single online session by answering a few basic health questions. eHealth also provides phone support, with access to Efinancial's licensed agents who are qualified and able to answer any life insurance policy-related questions.

"We have been reviewing different online products to offer to our existing and new health insurance customers, and we believe that high quality and affordable term life insurance is a perfect fit," said Bruce Telkamp, eHealth, Inc.'s Executive Vice President of Business and Corporate Development. "Although we have sold life insurance coverage for several years as a 'rider' to major medical health insurance, offering term life insurance on a standalone basis is new for us, and it's an exciting expansion to our product portfolio. Over the next several quarters we'll continue to expand the integration of life insurance products into our platform."

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, making it a functioning national health insurance exchange. 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.

About Efinancial Efinancial (www.Efinancial.com) is based in Bellevue, Washington and is a wholly owned subsidiary of Fidelity Lifecorp.

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 consumer's ability to compare life insurance quotes and benefits on eHealth's offering and the expansion of the integration of life insurance products into eHealth's platform. 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 user demand for a source of life insurance products on eHealth's platform, user experience on the eHealth platform, the performance, reliability and availability of the platform, the resources devoted to marketing the availability of life insurance information on the platform, the success of eHealth's relationship with Efinancial, and the effectiveness of Efinancial in servicing life insurance referrals from eHealth's platform. eHealth may determine not to expand the integration of life insurance into its platform from a referral relationship to acting as a broker of record on sales of life insurance policies to platform users. Additional factors that could cause results to differ from the forward looking statement in this release 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. eHealth does not undertake any obligation to update any forward-looking statement to conform the statement to actual results or changes in expectations.

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