



CareFirst BlueCross BlueShield Medicare Plans Available Through eHealthInsurance at eHealthMedicare.com

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Medicare Provider Connects Maryland Residents to Coverage Through Leading Online Health Insurance Marketplace
MOUNTAIN VIEW, CA, Jan 25, 2010 (MARKETWIRE via COMTEX) -- eHealth, Inc. (NASDAQ: EHTH), parent company of eHealthInsurance, today announced that it is entering the online retail Medicare insurance market in the state of Maryland by adding Medicare Supplement plans from CareFirst BlueCross BlueShield (CareFirst) to its online retail web site, eHealthMedicare.com.

eHealthMedicare is a new online service from eHealth that helps consumers learn about, and get access to, quality Medicare health plan options. The Medicare Supplement plans from CareFirst are the first Medicare products to be made available for online purchasing in Maryland, or anywhere else in the country through eHealthMedicare.com.

eHealth's online offering allows Medicare-eligible consumers to obtain accurate premium quotes, compare benefits from a variety of Medicare Supplement Plans and enroll online using easy-to-use e-signature and e-payment technologies. eHealth also provides free personal assistance from licensed health insurance professionals employed by eHealth and certified to provide assistance on Medicare Supplement plans from CareFirst.

"At eHealth we're committed to giving senior Americans the information, choices and personal assistance they need in order to make the best decisions for their health insurance needs. Our strategy for the senior market is to provide a comprehensive selection of products from leading carriers throughout the country, along with an online research and shopping experience that's comparable to what we've delivered at eHealthInsurance.com for the under-65 market," said Bruce Telkamp, eHealth, Inc.'s Executive Vice President of Business and Corporate Development. "Adding Medicare Supplement plans from CareFirst is a significant first step for us in this journey, and we are very pleased that our first online Medicare product offering is available from a premier provider like CareFirst."

"CareFirst continuously seeks opportunities to increase access to quality, affordable health care," said CareFirst spokesman Jeff Valentine. "eHealth is a widely recognized on-line marketplace for individual insurance products, and our inclusion as a Medicare supplemental insurance carrier on the eHealth platform is another step forward to helping more people find the coverage they need."

Through www.eHealthMedicare.com, Senior Americans and other Medicare-eligible consumers also have access to easy-to-understand information about the federal government's traditional Medicare program as well as private Medicare options, and eHealthMedicare's "Doughnut Hole Calculator," powered by DestinationRx, which is designed to help consumers save money on their prescription drug costs.

About CareFirst BlueCross BlueShield In its 72nd year of service, CareFirst, an independent licensee of the Blue Cross and Blue Shield Association, is a not-for-profit health care company which, through its affiliates and subsidiaries, offers a comprehensive portfolio of health insurance products and administrative services to nearly 3.4 million individuals and groups in Maryland, the District of Columbia and Northern Virginia. Through its CareFirst Commitment initiative and other public mission activities, CareFirst supports efforts to increase the accessibility, affordability, safety and quality of health care throughout its market areas.

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, <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.

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 eHealth's strategies and commitment relating to the Medicare market. 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 demand in the Medicare market; delays in expanding eHealth's presence in the Medicare market; eHealth's ability to establish relationships with health insurance carriers in order to offer their Medicare products on favorable terms or at all; eHealth's ability to effectively market the availability of Medicare products on its ecommerce platform; user experience on eHealthMedicare.com; the effectiveness, performance, reliability and availability of eHealth's ecommerce platform in selling Medicare products; ecommerce security risks; the success of eHealth's relationships with partners and insurance carriers; economic conditions; health care reform; compliance with insurance and other laws and regulations, including compliance with a number of laws and regulations relating specifically to Medicare products and changes in those laws and regulations. Other factors that could cause results to differ 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.

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1159692

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