



eHealthInsurance.com Nominated for Webby Award for Best Insurance Website

April 16, 2010

Voting for the Webby People's Voice Awards Is Open to the Public Until April 29, 2010

MOUNTAIN VIEW, CA, Apr 16, 2010 (MARKETWIRE via COMTEX) --eHealthInsurance (NASDAQ: EHTH), the leading online source of health insurance for individuals and families, announced today that it has been nominated for Best Insurance Website in the 14th Annual Webby Awards. Hailed as the "Internet's highest honor" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet.

As a nominee, eHealthInsurance is also eligible to win a Webby People's Voice Award, which is determined by an online vote of the global Web community. From now until April 29th, eHealthInsurance fans can cast their votes in The Webby People's Voice Awards at <http://webby.aol.com>.

eHealthInsurance has helped over 2 million Americans find quality health insurance coverage. A nationwide online health insurance marketplace, www.ehealthinsurance.com provides consumers with easy access to health insurance quotes, plan comparisons, consumer reviews and online applications to help them find the right health insurance plan for their needs and budget. eHealthInsurance previously won the Webby Award for Best Insurance Website in 2007. It also won the Kiplinger's award for best health insurance website in 2007, 2008 and 2009.

"Nominees like eHealthInsurance are setting the standard for innovation and creativity on the Internet," said David-Michel Davies, executive director of the Webby Awards. "It is an incredible achievement to be selected among the best from the nearly 10,000 entries we received this year."

"We're very pleased to be nominated for a Webby Award again this year," said Sheldon Wang, eHealthInsurance Executive Vice President of Technology. "We've introduced a number of consumer-focused enhancements to our website in 2009-2010. In a time where more Americans than ever are seeking quality health insurance coverage, eHealthInsurance is delivering a simple way to help them find, compare and buy health insurance. We believe this nomination reflects our continued commitment to bring shoppers the insight, information and quality online shopping experience they need to make the most of their health insurance dollars."

Webby Award winners will be announced on May 4th, 2010 and honored at a star-studded ceremony in New York City on June 14th where they will have an opportunity to deliver one of the Webby's famous five-word speeches to the world. Past Webby Award winners -- and their speeches -- include Al Gore ("Please don't recount this vote."), Stephen Colbert ("Me. Me. Me. Me. Me."), and Michel Gondry ("Keyboards are full of germs.") For a full list of last year's five-word speeches, please visit: <http://www.webbyawards.com/press/speeches.php>.

The Webby Awards is presented by the International Academy of Digital Arts and Sciences, a 650-person judging academy whose members include Internet co-inventor Vinton Cerf, R/GA's Chief Bob Greenberg, "Simpson's" creator Matt Groening, Arianna Huffington, and Harvey Weinstein.

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. Information and resources are available on various health plans, ranging from individual and family, short-term medical, and Medicare insurance. Consumers can get quotes from leading health insurance carriers, compare plans side by side, and apply for and purchase health insurance. eHealthInsurance is an online marketplace 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, see www.ehealthinsurance.com.

About The Webby Awards: Hailed as the "Internet's highest honor" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, interactive advertising, online film and video, and mobile web sites. Established in 1996, the 13th Annual Webby Awards received nearly 10,000 entries from all 50 states and over 60 countries worldwide. The Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of The Webby Awards include: Microsoft Expression; AOL; YouTube; Pepsi; Aquent; Yahoo!; Tribal DDB Worldwide; East Media; IDG; PricewaterhouseCoopers; 2advanced.Net; KobeMail; Museum of the Moving Image; Behance; Business Insider and Time Out New York.

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