



Humana Medicare Products to Be Distributed Nationwide Through eHealth

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Seniors Will Benefit From Online Enrollment of Humana's Medicare Supplement, Medicare Advantage and Medicare Part D Plans

LOUISVILLE, KY and MOUNTAIN VIEW, CA, Apr 30, 2010 (MARKETWIRE via COMTEX) --eHealth Inc. (NASDAQ: EHTH), parent company of eHealthInsurance, has signed a national Field Marketing Organization distribution agreement to market Humana Inc. (NYSE: HUM) Medicare products. In the coming months, eHealth will distribute Humana's Medicare Supplement, Medicare Advantage and Part D (prescription drug) products through eHealth's online Medicare platform, www.eHealthMedicare.com.

eHealthMedicare will guide Medicare-eligible consumers through the online plan selection and purchasing process by providing premium quotes, side-by-side benefit comparisons and online applications for Humana Medicare products. The platform will offer easy-to-use features to help seniors find the best plans for them, including an interactive product recommendation tool, out-of-pocket cost calculator, formulary tool and physician finder tool. eHealthMedicare will also provide toll-free customer service from certified and licensed Medicare insurance agents.

"Our ability to offer a complete, online customer experience for all three major Medicare product categories is a critical step toward eHealth's mission to become the technology distribution standard through which seniors can objectively research, compare and connect with insurers to purchase online the Medicare products that best meet their needs," said Bruce Telkamp, eHealth Inc.'s executive vice president of business and corporate development. "We are especially pleased to be partnering with Humana, one of the nation's leading and most trusted Medicare health insurance companies, to launch this significant expansion of our Medicare platform. Our strategy is to first offer Humana products in a small number of markets, and to later expand our distribution of their products nationwide."

"We're excited to extend our relationship with eHealth to include Medicare consumer products," said Humana Vice President Craig Uchytel. "We believe eHealth's online distribution and easy-to-use information tools will enhance people's ability to understand their options and choose the best health plan for their needs."

About Humana Humana Inc., headquartered in Louisville, Kentucky, is one of the nation's largest publicly traded health and supplemental benefits companies, with approximately 10.4 million medical members and 7.2 million specialty members. Humana is a full-service benefits solutions company, offering a wide array of health and supplemental benefit plans for employer groups, government programs and individuals.

Over its 49-year history, Humana has consistently seized opportunities to meet changing customer needs. Today, the company is a leader in consumer engagement, providing guidance that leads to lower costs and a better health plan experience throughout its diversified customer portfolio.

More information regarding Humana is available to investors via the Investor Relations page of the company's web site at www.humana.com, including copies of:

- Annual reports to stockholders;
- Securities and Exchange Commission filings;
- Most recent investor conference presentations;
- Quarterly earnings news releases;
- Replays of most recent earnings release conference calls;
- Calendar of events (including upcoming earnings conference call dates and times, as well as planned interaction with research analysts and institutional investors);
- Corporate Governance information.

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 distribution of Humana Medicare products through eHealth's platform and the timing of such distribution, functionality and features of eHealth's platform, provision of customer service from Medicare insurance professionals, strategy with respect to eHealth's launch of Humana Medicare products, and eHealth's enhancing ability of consumers to find products. 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 and the launch of Humana Medicare products; eHealth's ability to establish an effective relationship with Humana with respect to Medicare products; eHealth's ability to effectively market the availability of Medicare products on its ecommerce platform; eHealth's ability to establish effective Medicare product customer service; 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 relationship with Humana; economic conditions; the impact of health care reform; compliance with insurance and other laws and regulations, including receipt of necessary regulatory approvals and 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.

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