



## **eHealthInsurance Launches Health Insurance Blog for Consumers: 'Get Smart. Get Covered.'**

September 28, 2010

MOUNTAIN VIEW, CA, Sep 28, 2010 (MARKETWIRE via COMTEX) -- Today eHealthInsurance (NASDAQ: EHTH), the leading online source of health insurance for individuals and families, announced the launch of its new consumer-oriented health insurance blog, 'Get Smart. Get Covered.' The new blog can be found online at <http://blog.ehealthinsurance.com>.

The 'Get Smart. Get Covered.' blog will deliver news, facts, shopping tools and information from licensed agents to help consumers understand and make the most of the options available in today's ever-changing health insurance market.

In addition to a stable of regular contributors from eHealthInsurance, the blog may also host guest posts from other figures in the health insurance and consumer finance sectors. Topics covered will include the consumer impact of federal health reform legislation, individual and family health insurance, health insurance for small businesses and the self-employed, Medicare, and COBRA, among others.

"The 'Get Smart. Get Covered.' blog is an important extension of our consumer education campaign and the eHealthInsurance customer promise," said Brian Mast, eHealthInsurance's Vice President of Communications. "As the health insurance market continues to change, it's easy for consumers to feel overwhelmed. Our goal is to translate the complexities of the market to help Americans find the personal insurance solutions best suited to their individual needs."

Consumers can also follow the latest posts on eHealthInsurance's Facebook and Twitter pages.

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, [www.eHealthInsurance.com](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 the ideal model of a successful, high-functioning health insurance exchange. Through its eCommerce On-Demand solution ([www.eHealth.com/eOD](http://www.eHealth.com/eOD)), eHealth is also a leading provider of on-demand e-commerce software. eHealth's eOD platform provides a suite of hosted solutions that enable health plan providers and resellers to market and distribute products online. eHealth, Inc. also provides powerful online and pharmacy-based tools to help seniors navigate Medicare health insurance options and choose the right plan through its wholly-owned subsidiary, PlanPrescriber.com (<http://www.planprescriber.com>).

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