



eHealthMedicare Introduces Online Enrollment Options for Medicare Annual Enrollment Period -- 2011 Plan Data Now Available

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MOUNTAIN VIEW, CA, Nov 15, 2010 (MARKETWIRE via COMTEX) --

Today eHealth, Inc. (NASDAQ: EHTH), parent company of eHealthInsurance, published 2011 Medicare plan data and announced that online enrollment for select Medicare Part D and Medicare Advantage plans will now be processed through its eHealthMedicare website (www.ehealthmedicare.com).

Medicare beneficiaries in select states can now access online enrollment for Medicare Advantage and stand-alone Medicare Part D plans offered by Humana and UnitedHealthcare through eHealthMedicare. Consumers in the state of Maryland can also enroll in CareFirst Medigap plans through eHealthMedicare.

eHealthMedicare.com facilitates online enrollment of several of the most popular Medicare Part D and Medicare Advantage plans, including UnitedHealthcare's co-branded AARP products as well as Humana's Walmart Part D Preferred plan. eHealthMedicare is one of only a few select places through which Medicare beneficiaries can enroll in Humana Medicare products online.

In addition to offering shopping and enrollment support online, eHealthMedicare provides nationwide telephonic enrollment and customer service toll-free seven days a week from 5am-5pm Pacific Time at 888-832-5927, TTY 888-407-5794. Medicare beneficiaries can also contact eHealthMedicare's licensed agents and representatives for personal assistance by email or online chat.

"eHealthMedicare is open and ready for business for the 2011 Annual Enrollment Period," said Bruce Telkamp, eHealth's Executive Vice President of Business and Corporate Development. "Our launch of online enrollment options for Medicare products represents a major step forward in our strategy to bring Medicare consumers the same kind of simple and efficient shopping experience that helped eHealthInsurance transform the individual and family health insurance market."

The Medicare Annual Enrollment Period (AEP) opens November 15, 2010 and runs through December 31, 2010. In most cases, Medicare beneficiaries who wish to make changes to their Medicare plan selections for 2011 must do so during the AEP. Consumers visiting eHealthMedicare.com can use simple shopping tools to compare their Medicare plan options in minutes and find the best match for their needs and budget. Personal assistance from licensed agents is available by telephone.

This is not a complete listing of plans available in your service area. For a complete listing please contact 1-800-MEDICARE or consult www.medicare.gov.

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, 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 individual, family and small business 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), 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, choose the right plan and enroll in some plans online through its wholly-owned subsidiary, PlanPrescriber.com (www.planprescriber.com), and through eHealthMedicare (www.ehealthmedicare.com).

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