



PlanPrescriber Announces Launch of 2011 Plan Comparison Data and Nationwide Online Enrollment Options

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MAYNARD, MA, Nov 15, 2010 (MARKETWIRE via COMTEX) --

Today PlanPrescriber (www.planprescriber.com), a wholly-owned subsidiary of eHealth, Inc. (NASDAQ: EHTH), announced that 2011 rates for stand-alone Medicare Part D and Medicare Advantage plans are now available through the company's website. The company also announced its first-ever launch of online enrollment services facilitated through the PlanPrescriber website for UnitedHealthcare and Humana plans.

2011 rates are now available through www.planprescriber.com for all stand-alone Medicare Part D and Medicare Advantage plans approved by the Centers for Medicare & Medicaid Services. Medicare beneficiaries and their caregivers who use PlanPrescriber online or through a pharmacy will now be able to enter the names of their prescription drugs and receive a detailed, informative comparison of their Medicare plan options to help them select the best 2011 plan for their needs and budget.

Medicare beneficiaries can use PlanPrescriber's plan comparison function to review every plan available nationwide, and those interested in plans offered by UnitedHealthcare, Humana and certain other Medicare carriers now have the opportunity to enroll in many of these plans online, saving time and paperwork. Customer support from licensed eHealth agents is available by telephone seven days a week from 5am-5pm Pacific Time at 888-832-5927, TTY 888-407-5794. Medicare beneficiaries using PlanPrescriber can also contact licensed agents and representatives for personal assistance by email or online chat.

Popular Medicare Part D and Medicare Advantage plans that are now available for online enrollment through PlanPrescriber include UnitedHealthcare's co-branded AARP products as well as Humana's Walmart Preferred plan. PlanPrescriber is one of only a few select places Medicare beneficiaries can go to enroll in Humana Medicare products online.

"November 15 marks the beginning of the 2011 Medicare Annual Enrollment Period," said Ross Blair, Chief Executive Officer of PlanPrescriber. "The new health reform law has resulted in some significant changes, so it's more important than ever for Medicare beneficiaries and their caregivers to carefully consider their coverage options for 2011 before the year's end. PlanPrescriber is ready to help with our powerful plan comparison tools, personalized support and -- for the first time ever -- by providing access to online enrollment for select 2011 plans."

"Enabling online enrollment capabilities through the PlanPrescriber platform was a primary goal we set when we acquired PlanPrescriber in May of this year," said Bruce Telkamp, eHealth Executive Vice President of Business and Corporate Development. "We are incredibly proud of the outstanding work and collaboration of our PlanPrescriber and eHealth technology teams, who made this vision a reality."

About PlanPrescriber.com PlanPrescriber (www.planprescriber.com), a wholly-owned subsidiary of eHealth, Inc., is a leading provider of unbiased comparison tools and educational materials for Medicare Advantage, Medicare Part D Prescription Drug Plans, and Medicare Supplement insurance products. Medicare beneficiaries can take advantage of PlanPrescriber's no cost online advisor tools by logging on to www.PlanPrescriber.com, or by navigating to the Medicare sections of national pharmacy chain web sites, including Wal-Mart, Rite Aid, Kroger and others. PlanPrescriber is a tool designed to help Medicare recipients find a Medicare plan that covers their specific medical and prescription drug needs at the lowest possible out-of-pocket cost. Medicare has neither reviewed nor endorsed the information provided by PlanPrescriber.

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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