eHealth

Blue Cross and Blue Shield of Florida Health Plans Now Available Through eHealthInsurance.com

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MOUNTAIN VIEW, CA, Jan 06, 2011 (MARKETWIRE via COMTEX) --

Today eHealth, Inc. (NASDAQ: EHTH), the leading online source of health insurance for individuals, families and small businesses, announced that it is offering individual and family health insurance plans from Blue Cross and Blue Shield of Florida through the company's primary retail website, www.ehealthinsurance.com.

Individual and family health insurance consumers in the state of Florida are now able to visit eHealthInsurance for free quotes, detailed comparisons of plan benefits, and online applications for Blue Cross and Blue Shield of Florida health insurance plans. Shoppers can also use eHealthInsurance's 'Plans with My Doctor' tool to search for Blue Cross and Blue Shield of Florida plans accepted by their doctors.

"eHealthInsurance wants to provide Florida health insurance consumers with access to a quality selection of health insurance products," said eHealthInsurance Senior Vice President of Carrier Relations, Robert Hurley. "With the addition of Blue Cross and Blue Shield of Florida to our suite of product offerings, Floridians using eHealthInsurace now have access to an even richer set of options and a trusted brand."

"As a health solutions company, Blue Cross and Blue Shield of Florida, Inc. (BCBSF) strives to provide affordable coverage for all Floridians. Partnering with eHealthInsurance.com will bring greater online visibility to selected BCBSF products. We look forward to providing consumer health insurance offerings on eHealthInsurance.com and optimizing this distribution channel throughout 2011," said Jon Urbanek, BCBSF Group Vice President, Sales Distribution and Local Presence.

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 the company's eHealthTechnology solution (www.eHealthTechnology.com), eHealth is also a leading provider of health insurance exchange technology. eHealthTechnology's exchange platform provides a suite of hosted e-commerce solutions that enable health plan providers, resellers and government entities 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 select plans online through its wholly-owned subsidiary, PlanPrescriber.com (www.planprescriber.com) and through its Medicare website www.eHealthMedicare.com.

For more health insurance news and information, visit the eHealthInsurance consumer blog: Get Smart - Get Covered.

About Blue Cross and Blue Shield of Florida Blue Cross and Blue Shield of Florida is a leader in Florida's health industry. Since 1944, the company has been dedicated to meeting the diverse needs of all those it serves by offering an array of choices. BCBSF is a not-for-profit, policyholder-owned, tax-paying mutual company. Headquartered in Jacksonville, Fla., BCBSF is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information concerning BCBSF, please see its Web site at www.bcbsfl.com.

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