



eHealthInsurance Launches Mobile Application to Help Consumers Compare and Apply for Health Insurance Coverage

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MOUNTAIN VIEW, CA, Sep 19, 2011 (MARKETWIRE via COMTEX) --

Today eHealth, Inc. (NASDAQ: EHTH), parent company of eHealthInsurance (www.ehealthinsurance.com) and the leading online source of health insurance for individuals, families and small businesses, released a mobile application that allows consumers to shop for health insurance using their smart phone.

The "Better Health Insurance Finder" mobile application enables users to access individual and family health insurance plans from over 180 insurance carriers from all 50 states and the District of Columbia; the same plans that are available at eHealthInsurance.com. Users can research, compare, and apply for health insurance plans on an iPhone, iPad or Android mobile device.

iPhone users can get the free application at www.eHealth.com or in the iTunes App Store. Android users can get the free application here, or by searching for "health insurance" at market.android.com.

"We have a highly successful mobile internet platform that receives thousands of visits each month, but we wanted to provide customers with more functionality and a personalized shopping experience when they're on a mobile device," says Sheldon Wang, Chief Technology Officer for eHealth, Inc. "Our free mobile application -- the Better Health Insurance Finder -- allows both insured and uninsured users to navigate options with a single finger, and quickly access the thousands of individual health insurance products available on our website."

For people without health insurance, the application asks users for basic information such as, birth date, zip code, and gender, then returns a list of individual and family health insurance plans offered on the eHealth platform. Additionally, users can compare plans by a number of criteria, including prices and benefits, and then begin the application process from their mobile device.

For individuals who are already insured, the application makes it easy to identify the plan they're currently on and compare it to other plans. If they find coverage that's a better fit, either because it's more flexible, affordable, or provides more coverage, they can begin an application for the new plan from their mobile device.

The Better Health Insurance Finder mobile application also includes these helpful features:

- The ability for users to save a health insurance plan they like and review it at a later time
- The ability to tell a friend about a health insurance plan through Facebook or by email
- An FAQ with information about how to research plans using the mobile application and complete an application
- A complete glossary of health insurance terms

To learn more about the eHealthInsurance "Better Health Insurance Finder" apps, visit our mobile site. To download the app, click here from your iPhone or here from your Android mobile device

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.

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1735716

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1735719

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