



eHealth, Inc. Appoints Tom Tsao Senior Vice President of Product Management

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Tsao to Oversee Product Strategy, Design, and Analytics

MOUNTAIN VIEW, CA, Jun 12, 2012 (MARKETWIRE via COMTEX) --eHealth, Inc. (NASDAQ: EHTH), the nation's leading online source of health insurance for individuals, families and small businesses, today announced that Tom Tsao has joined the company as senior vice president of product management, effective June 11, 2012. Mr. Tsao will be responsible for driving the product strategy and management of eHealth's entire product portfolio and user experience.

Prior to joining eHealth, Mr. Tsao was vice president of product management at Walmart.com, where he led an organization of over 50 to develop product strategies and deliver on the product roadmap for Walmart's U.S. e-commerce business. Mr. Tsao was responsible for the front-end e-commerce web site experience, back-end and supply chain capabilities, and multi-channel integration with physical Walmart stores across the United States.

From August 2005 to May 2011, Mr. Tsao held various product management positions at Yahoo!, Inc., overseeing strategy and planning for Yahoo properties such as Yahoo Shopping, the Yahoo Home Page and My Yahoo. He also managed Yahoo's network-wide integration with Facebook and Twitter, enabling consumers to connect their social graphs into their Yahoo experiences. Prior to his tenure at Yahoo!, Mr. Tsao held product management positions at eBay and Netscape.

"Tom's experience with popular online destinations like Walmart.com, Yahoo! and eBay will be incredibly valuable to eHealth as we continue to expand the product offerings in our marketplace and scale our industry-leading technology platform," said Bill Shaughnessy, eHealth's president and chief operating officer. "Tom's expertise in e-commerce, customer focused innovation and leadership skills, as well as his ability to align product strategy to the execution of business goals, will play a critical role in our future success."

About eHealth, Inc. 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, <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 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 eHealth Technology solution (www.eHealthTechnology.com), eHealth is also a leading provider of health insurance exchange technology. eHealth Technology'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](#).

Forward-Looking Statements This press release contains statements that are forward-looking statements as defined within the Private Securities Litigation Reform Act of 1995. These include statements regarding the management appointment and the company's future growth and success. These forward-looking statements are inherently subject to various risks and uncertainties that could cause actual results to differ materially from the statements made, including risks associated with the management appointment; impact of healthcare reform and medical loss ratio requirements; eHealth's ability to maintain its relationship with health insurance carriers; eHealth's success in marketing and selling Medicare-related health insurance plans; eHealth's ability to hire, train and retain licensed health insurance agents for its Medicare business; the need for health insurance carrier and regulatory approvals in connection with the marketing of Medicare-related insurance products; decline in Medicare-related lead referral revenue; government disapproval of our use of marketing material, including call center scripts and our websites, to sell Medicare-related health insurance products; costs of acquiring new members; weak economic conditions; consumer awareness of the availability and accessibility of affordable health insurance; changes in member conversion rates; lack of membership growth and retention rates; changes in products offered on eHealth's ecommerce platform; changes in commission rates or carrier underwriting practices; maintaining and enhancing eHealth's brand identity; system failures, capacity constraints, data loss or online commerce security risks; dependence on acceptance of the Internet as a marketplace for the purchase and sale of health insurance; dependence upon Internet search engines; reliance on marketing partners; timing of receipt and accuracy of commission reports; payment practices of health insurance carriers; competition; eHealth's operations in China; success of eHealth's sponsorship advertising business; the licensing of the use of eHealth's technology or our performance of services pursuant to government contracts; protection of intellectual property and defense of intellectual property rights claims; legal liability, regulatory penalties and negative publicity; ability to attract and retain qualified personnel; management of business expansion and diversification; seasonality; impact of acquisitions, including risks associated with not realizing anticipated synergies and opportunities with respect to PlanPrescriber, Inc.; underperformance by PlanPrescriber, Inc.; PlanPrescriber's maintenance of its relationships with its pharmacy and other partners that serve as a source of Medicare-related leads; government approval of marketing material, including websites relating to PlanPrescriber partner Medicare product lead referrals; maintenance of proper and effective internal controls; impact of provisions for income taxes; changes in laws and regulations, including with respect to the marketing and sale of Medicare plans; compliance with insurance and other laws and regulations; exposure to security risks; and the performance, reliability and availability of eHealth's ecommerce platform and underlying network infrastructure. Other factors that could cause operating, financial and other results to differ are described in eHealth's most recent Quarterly Report on Form 10-Q or Annual Report on Form 10-K filed with the Securities and Exchange Commission and available on the investor relations page of eHealth's website at <http://www.ehealthinsurance.com> and on the Securities and Exchange Commission's website at www.sec.gov. eHealth does not undertake any obligation to update any forward-looking statement to conform the statement to actual results or changes in expectations.

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SOURCE: eHealth, Inc.