



eHealth, Inc. to Address America's Health Insurance Plans at Trade Association's Exchange Conference

June 20, 2012

eHealth Executives to Discuss Private Health Insurance Exchanges and How Insurers Can Succeed in This New Marketplace

MOUNTAIN VIEW, CA, Jun 20, 2012 (MARKETWIRE via COMTEX) --eHealth, Inc. (NASDAQ: EHTH), parent company of eHealthInsurance, the nation's leading online source of health insurance for individuals, families and small businesses, will be speaking at the America's Health Insurance Plans Exchange Conference in Salt Lake City on Wednesday, June 20. eHealth executives will join a distinguished list of industry leaders who will be discussing health reform and how implementation decisions within health plans are shaping the delivery of care. The eHealth presenters include Paul Rooney, vice president of carrier relations; and Bob Alber, director of business operations. The executives will provide health plans insight into and best practices for participating in either public or private health insurance exchanges.

While states are working to implement public exchanges, there is growing interest among employers, insurers and other health care players in developing private exchanges. These types of online marketplaces will allow employers to more easily define and manage employee benefits, while providing insurers a new way of marketing and selling their products.

Over the course of the past 14 years, eHealth has pioneered online health insurance comparison and enrollment platforms that have helped insure more than 3 million Americans nationwide. Through the company's eHealth Technology group, eHealth has been a leading provider of exchange and e-commerce technology platforms for health insurance carriers, brokers, agents and state and federal governments.

Details: WHAT: America's Health Insurance Plans Exchange Conference WHERE: Hilton Salt Lake City Center WHEN: Wednesday, June 20, 7:45 a.m.

Other representatives from eHealth Technology will also be exhibiting at AHIP's Institute 2012 throughout the show on June 20-22.

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 eHealth Technology 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

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