eHealth

eHealth, Inc. Appoints Jeff Bernstein as Senior Vice President of Marketing

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MOUNTAIN VIEW, CA -- (Marketwired) -- 09/18/13 -- eHealth, Inc. (NASDAQ: EHTH) (www.eHealth.com), which operates eHealthInsurance.com, the nation's first and largest private online health insurance exchange, today announced that Jeff Bernstein has joined the company as senior vice president of marketing. Mr. Bernstein will lead all of the company's marketing efforts.

Mr. Bernstein comes to eHealth from Universal McCann, where he led the San Francisco office and oversaw accounts for leading brand-name clients. Prior to Universal McCann, Mr. Bernstein was the co-founder and chief marketing officer of the PBJS Advertising Agency, where he headed marketing, sales and PBJS's online advertising business. PBJS was sold to the Publicis Group in 2008.

Earlier in his career, Mr. Bernstein worked for the Microsoft Corporation where he served as director of MSN ad product planning and industry development. Mr. Bernstein started his career at BBDO NY where he co-founded the BBDO Interactive Group (later to become Atmosphere).

"We're very pleased to have a creative, visionary marketer like Jeff join us at eHealth," said Bill Shaughnessy, president and chief operating officer of eHealth, Inc. "We believe that Jeff's proven leadership and wealth of experience will help elevate eHealth's brand at a strategic time when the privately-purchased health insurance market is expected to expand as a result of the Affordable Care Act and the aging of Baby Boomers into Medicare."

About eHealth

eHealth, Inc. (NASDAQ: EHTH) operates eHealthInsurance, the Nation's first and largest private health insurance exchange where individuals, families and small businesses can compare health insurance products from leading insurers side by side and purchase and enroll in coverage online. eHealthInsurance offers thousands of individual, family and small business health plans underwritten by more than 200 of the nation's leading health insurance companies. eHealthInsurance is licensed to sell health insurance in all 50 states and the District of Columbia. eHealth, Inc. also provides powerful online and pharmacy-based tools to help Medicare beneficiaries navigate Medicare health insurance options, choose the right plan and enroll in select plans online through PlanPrescriber.com (www.planprescriber.com) and eHealthMedicare.com (www.eHealthMedicare.com).

For more health insurance news and information, visit the eHealth 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 elevation of the eHealth brand and expansion of the privately purchased health insurance market as a result of the Affordable Care Act and aging of individuals into Medicare. 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 implementation of healthcare reform and its impact on the health insurance system in the United States; eHealth's ability to sell health insurance to subsidy eligible individuals under health care reform; eHealth's ability to maintain its relationship with health insurance carriers; eHealth's success in marketing and selling Medicare-related and individual and family health insurance plans; lack of membership growth and retention rates; changes in products offered on eHealth's ecommerce platform; changes in commission rates; maintaining and enhancing eHealth's brand identity; competition; negative publicity; seasonality; 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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