



eHealth Signs Agreement With Intuit to Simplify Health Insurance Enrollment

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Intuit TurboTax to Integrate eHealth's Online Health Insurance Comparison and Enrollment Tools

MOUNTAIN VIEW, CA -- (Marketwired) -- 09/24/13 -- eHealth, Inc. (NASDAQ: EHTH), the nation's leading private online health insurance exchange for individual and family health insurance, today announced that it has entered into a relationship with Intuit Inc. (NASDAQ: INTU) in an effort to expand consumer enrollment in individual and family health insurance plans.

Through the planned integration with Intuit TurboTax®, many of the more than 25 million people projected to use TurboTax will be able to more easily explore their health insurance options using eHealth's online health insurance marketplace. In addition to major medical coverage, TurboTax users may also be able to enroll in Medicare Advantage plans, Medicare Supplement plans and stand-alone Medicare prescription drug plans.

"Intuit is pleased to be able to offer a seamless experience for our TurboTax customers to make them aware of their health insurance options in the same user-friendly, intuitive way they expect," said Todd Stanley, vice president, product management for Intuit TurboTax. "By working with eHealth, we can help our customers understand their options and make the best decisions for themselves, their families and their budget."

Beginning in 2014, according to the Affordable Care Act, individuals and families who do not have major medical health insurance that meets minimum federal standards may be subject to a tax penalty. As a result, consumers will look for an integrated solution to better understand their options and select the best plan that meets both their health care coverage and tax needs.

"With the Affordable Care Act expanding access to health insurance to more Americans, consumers will need to have simple and effective tools to help them understand their options under the law," said eHealth President and Chief Operating Officer Bill Shaughnessy. "eHealth's partnership with Intuit brings the industry leaders for online health insurance and online tax preparation together to make coverage easy and more accessible to more Americans."

About eHealth

eHealth, Inc. (NASDAQ: EHTH) is the parent company of [eHealthInsurance](http://www.ehealthinsurance.com), 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 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 eHealthMedicare's consumer blog: blog.eHealthMedicare.com.

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 planned integration of TurboTax and eHealth's online health insurance tools; the ability of TurboTax users to explore health insurance options using eHealth and enroll in Medicare related plans; the projected number of users of TurboTax; the utility of the integration in helping consumers understand options and make decisions; the availability of the TurboTax/eHealth integration; the Affordable Care Act expanding access to health insurance; the imposition of tax penalties on individuals and families that do not have health insurance and the timing of the penalties; consumers looking for an integrated solution; consumers need for tools to help them understand options under the Affordable Care Act; and the relationship between taxes and health insurance. 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 the effectiveness of the user experience resulting from the integration; changes to the Affordable Care Act and related laws and regulations; adoption of new laws and regulations; regulatory approvals; compliance with laws and regulations; the timing of the implementation for components of and political opposition to the Affordable Care Act; technical difficulties and integration issues; delays in integration and implementation; the impact of the Affordable Care Act and other laws and regulations on enrollment in health insurance; demands on and capacity constraints of eHealth's customer care center operations; competing business imperatives of both eHealth and Intuit; and the effectiveness of Intuit in maintaining TurboTax users and adding new users. Other risks and uncertainties that can affect actual results are included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in our Annual Report on Form 10-K for the year ended December 31, 2012 and our most recent Quarterly Report on Form 10-Q, which are on file with the SEC and are available on the investor relations page of the Company's website at <http://www.ehealthinsurance.com> and on the Securities and Exchange Commission's website at www.sec.gov. All information provided in this press release is as of the date of this press release, and we undertake no duty to update this information unless required by law.

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