

eHealth Announces Appointment of Scott N. Flanders as New Independent Director

MOUNTAIN VIEW, Calif. – March 7, 2008—eHealth, Inc. (NASDAQ: EHTH) announced today that Scott N. Flanders has been appointed as an independent director to eHealth's Board of Directors. Flanders also will serve on the Compensation Committee of the Board.

Mr. Flanders brings his extensive track record in business leadership and corporate marketing to eHealth's Board of Directors. He currently serves as the President, Chief Executive Officer and member of the Board of Directors of Freedom Communications, Inc., one of the largest media companies in the United States, with sales of \$1 billion in newspapers, interactive media, and television stations. Previously, Mr. Flanders was the Chairman and CEO of Columbia House Company, the world's oldest and largest direct marketer of music and video products, with revenues of over \$1 billion. In 1998, Mr. Flanders co-founded Telstreet.com, an e-commerce company specializing in helping consumers shop for wireless products and services. He remained Chairman of Telstreet until the company merged with Buy.com in August of 2000.

Chairman and Chief Executive Officer of eHealth, Gary Lauer, said, "We are pleased to welcome Mr. Flanders to our Board. His extensive experience in marketing, e-commerce and interactive media will greatly contribute to our company as we explore new marketing initiatives to support our member acquisition strategy and drive long-term revenue growth."

Flanders is replacing Joseph S. Lacob who resigned from eHealth's Board of Directors. "We are grateful for Mr. Lacob's service on the Board and thank him for his many contributions since joining us in 1999," said Mr. Lauer.

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 more than 7,000 health plans underwritten by more than 160 of the nation's leading health insurance companies. eHealthInsurance is licensed to sell health insurance in all 50 states and the District of Columbia. eHealthInsurance and eHealth are registered trademarks of eHealthInsurance Services, Inc.

For more information, please contact:

Kate Sidorovich
Director of Investor Relations
eHealth, Inc.
(650) 210-3111