

P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

For further information contact:

Anthony E. Meyer
Meyer and Co. LLC
212 389 6521
anthony.meyer@meyerandco.com

Anthony E. Meyer was the Founder of and Lead Investor in the predecessor company to Extend Health in 2002, and Steve Case's Revolution Health Group is a significant shareholder in the company. Extend Health is a market leader in Defined Contribution Health Plans.

Extend Health, Inc. Adds Veteran Leadership to Management Team

BURLINGAME, CA (July 30, 2008) -- Extend Health(R) today announced that Noel Obourn, former chief sales officer at Revolution Health, LLC, and Paul Kirincich, former vice president of financial planning and analysis at Netflix, Inc., are joining Extend Health's executive management team. Ms. Obourn joins effective today as executive vice president and head of national accounts. Mr. Kirincich will begin on August 18 and joins as senior vice president and the company's chief financial officer. Both will report to Extend Health CEO Bryce Williams. "Noel and Paul will be excellent additions to our team and will make important contributions in the delivery of innovative account-based retiree health care programs for our clients," said Mr. Williams.

"Our team has enjoyed getting to know Noel after her two years of service as an officer at Revolution Health," Williams further said. "Noel is a seasoned professional well known to human resource executives and their brokerage and consulting partners across the Fortune 500 and in the public sector. She has also led sales and business divisions at two of America's largest managed care companies. We welcome Noel to the team." Founded by former AOL Chairman Steve Case, Revolution Health, LLC has been an investor in Extend Health since August 2005.

With respect to Mr. Kirincich's joining Extend Health, Mr. Williams said, "Paul has been a respected financial leader at Netflix. He joined Netflix shortly after its IPO and built an FP&A team which helped guide the business in its growth from \$153 million to nearly \$1.4 billion in annual revenue in the six years he was with the company. He will be a welcomed addition to the executive team at Extend."

At Revolution, Ms. Obourn was responsible for Revolution's business-to-business sales efforts. She joined Revolution from CIGNA Corporation where she was president of the national accounts segment of the company. Prior to working at CIGNA, Ms. Obourn was a national vice president of sales at United Health Group where she led the Midwest region's sales and national sales operations. At United Health, she started and ran United's Specialized Market Solutions segment which serves the unique needs of public sector employers.

Ms. Obourn graduated from Northwestern University with a BA in English literature. She is a frequent speaker about innovative health care solutions for large employers and public entities at national and global forums.

Prior to joining Netflix, Mr. Kirincich was an independent strategy consultant for growing technology companies. He also has held finance and marketing positions with startups Nexsi Systems and iReady Corporation, and with Lucent Technologies, Octel Communications and Tandem Computers. Mr. Kirincich has a BA in economics and mathematics from Wesleyan University and an MBA from the Wharton School.

Extend Health, Inc. is the leading account-based retiree health care solution provider to corporate America. The company's ExtendRetiree(R) program has now helped thousands of retirees make the transition from a limited choice legacy group plan to their own personalized Medicare plan. Extend Health offers an unbiased Medicare advisor service and a selection of plans from over 40 of America's leading health insurance companies.

Founded in 1999, Extend Health is based in Burlingame, California. The company's technology and customer support center is located in Salt Lake City. It also has regional offices in New York City, Hartford, Dallas, Atlanta and Chicago.