

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
February 12, 2013**

**ORDER GRANTING CONFIDENTIAL TREATMENT  
UNDER THE SECURITIES ACT OF 1933**

**Health Insurance Innovations, Inc.**

**File No. 333-185596 - CF#29140**

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Health Insurance Innovations, Inc. submitted an application under Rule 406 requesting confidential treatment for information it excluded from the Exhibits to a Form S-1 registration statement filed on December 20, 2012.

Based on representations by Health Insurance Innovations, Inc. that this information qualifies as confidential commercial or financial information under the Freedom of Information Act, 5 U.S.C. 552(b)(4), the Division of Corporation Finance has determined not to publicly disclose it. Accordingly, excluded information from the following exhibit(s) will not be released to the public for the time period(s) specified:

Exhibit 10.10	through March 31, 2014
Exhibit 10.11	through March 31, 2014

For the Commission, by the Division of Corporation Finance, pursuant to delegated authority:

Jennifer Riegel  
Special Counsel