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Health Insurance Innovations, Inc. Names Alex Sink and Anthony J. Barkett to Its Board of Directors and Appoints Paul E. Avery as Lead Director

TAMPA, Fla., March 13, 2013 (GLOBE NEWSWIRE) -- Health Insurance Innovations, Inc. (Nasdaq:HIIQ) ("HII"), a leading developer and administrator of affordable, web-based individual health insurance plans and ancillary products, today announced that Alex Sink, Senior Advisor at Hyde Park Capital, and Anthony J. Barkett, Vice-President at Amalie Oil Co., have been appointed to HII's Board of Directors. Ms. Sink will serve on the Audit Committee and Mr. Barkett will be a member of the Nominating and Governance and the Compensation Committees. Paul E. Avery, Chief Executive Officer and Principal of Avery Management Group, will serve as Lead Director.

"We are very excited that Ms. Sink and Mr. Barkett have agreed to join our Board of Directors. They both bring extensive experience and knowledge to our company that will be a valuable resource to us as we move forward with rapidly expanding our business and building our customer base and product portfolio," said Michael Kosloske, President and Chief Executive officer of HII. "Our Board of Directors and management team remain committed in growing HII into the leading company providing short-term medical insurance plans."

Alex Sink presently serves as a Senior Advisor with Tampa, FL based Hyde Park Capital, an investment banking firm specializing in mergers, acquisitions, and capital raising. Ms. Sink is also currently serving as Founder and Chair of Florida Next Foundation, a non-profit, non-partisan organization focused on diversifying Florida's economy through the growth of small businesses and entrepreneurship. Previously, Ms. Sink served as Florida's Chief Financial Officer from 2007 to 2011 as one of four statewide elected officials. She managed over \$15 billion in state treasury funds, was responsible for state accounting and implemented reforms in contracting and transparency for citizens. She also directed the state's insurance consumer advocacy work, focusing on strengthening laws to protect seniors against insurance fraud. In 2010, she was the state's Democratic nominee for governor. Prior to elected office, Ms. Sink had a 26-year career with Bank of America. She retired as president of Florida operations in 2000, managing the state's largest bank with \$40 billion in deposits, leading 9000 employees in over 800 branches.

Anthony J. Barkett currently serves as Vice-President at Amalie Oil Co., an oil company that develops high-quality, well-engineered petroleum products, a position he has held since 1977. At Amalie Oil Co., Mr. Barkett is responsible for overseeing and coordinating activities in accounting, marketing, sales, operations, information technology and administration. He is also responsible for developing and approving internal controls. From 2007-2012, Mr. Barkett was a board member of the Florida Hospital Foundation and he is currently a committee member at FARA ACE for CURE.

Paul E. Avery currently serves as the Chief Executive Officer of World of Beer Franchising Inc, and Principal of Avery Management Group. From 2005 to 2009, Mr. Avery served as Chief Operating Officer of OSI Restaurant Partners, Inc. In 1998, Mr. Avery was elected to the Board of Directors of OSI Restaurant Partners, Inc. and served as director until 2004. From 1997 to 2004, Mr. Avery served as President of Outback Steakhouse, Inc.

About Health Insurance Innovations, Inc.

Headquartered in Tampa, Florida, Health Insurance Innovations, Inc. is a leading developer and administrator of affordable, web-based individual health insurance plans and ancillary products. We are an industry leader in the sale of 12-month short-term medical insurance plans, an alternative to traditional Individual Major Medical plans, which provide lifetime renewable coverage. Our highly scalable, proprietary, web-based technology platform allows for mass distribution of and online enrollment in our large and diverse portfolio of affordable health insurance offerings, providing customers immediate access to our products through our distribution partners anytime, anyplace. Additional information about HII can be found at www.hiiquote.com.

The Health Insurance Innovations logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=17247>

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