



June 13, 2013

Health Insurance Innovations Awarded Companion Life Insurance Company's Specialty Markets Partner of the Year(R) Award

TAMPA, Fla., June 13, 2013 (GLOBE NEWSWIRE) -- Health Insurance Innovations, Inc. (Nasdaq:HIIQ), is proud to announce its selection as the recipient of Companion Life Insurance Company's Specialty Markets Health Partner of the Year Award for 2012. The award recognizes the outstanding achievements of partners who market innovative products underwritten by Companion.

Health Insurance Innovations and Companion Life Insurance's partnership dates back to 2011. "In 2011, HII was looking for a partner who believed in our concept of Short-Term Medical Plans, and Companion came to the table with a vision and product design that meshed perfectly with our own," said Michael Kosloske, president and CEO of Health Insurance Innovations. "Companion has been as good as their name, a trusted partner, and we are honored that they have acknowledged us with this award. I know I speak for all of HII when I say that we look forward to a bright future with an ally like Companion leading the way."

About Companion Life

Headquartered in Columbia, S.C., Companion Life Insurance Co. has specialized in employee benefits since 1971. The company markets life, dental, disability, accident, and specialty health insurance products through a network of independent agents and brokers, general agents and managing general underwriters. Companion Life markets its products and services in 45 states and the District of Columbia. The company holds an A+ (Superior) rating from A.M. Best Company.

About Health Insurance Innovations, Inc.

Headquartered in Tampa, Florida, Health Insurance Innovations, Inc., is a leading developer and administrator of cloud-based, individual health insurance plans and ancillary products. We are an industry leader in the sale of 12-month short-term medical insurance plans, which provide an economical alternative to Individual Major Medical plans, while offering similar benefits. Our highly-scalable, proprietary, cloud-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 - Anywhere, Anytime.

Additional information about HII can be found at www.hiiquote.com. The reference to our website is not intended to incorporate our website into this press release.

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Source: Health Insurance Innovations

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