



March 7, 2013

Health Plan Intermediaries Holdings, LLC of Delaware, dba Health Insurance Innovations to Report Preliminary Fourth Quarter and Full Year 2012 Financial and Operating Results and Host Conference Call and Webcast on March 14, 2013

TAMPA, Fla., March 7, 2013 (GLOBE NEWSWIRE) -- Health Plan Intermediaries Holdings, LLC of Delaware, dba Health Insurance Innovations (Nasdaq:HIQ) ("HII"), a leading developer and administrator of affordable, web-based individual health insurance plans and ancillary products, today announced that it will report fourth quarter and full year 2012 financial results and provide a business update before the open of U.S. financial markets on March 14, 2013. Michael Kosloske, president and chief executive officer of HII, will host a conference call and webcast at 8:30 a.m. EDT, Thursday, March 14, 2013.

The conference call may be accessed by dialing 877-312-8797 for domestic callers and 678-825-8236 for international callers. Please specify to the operator that you would like to join the "Health Insurance Innovations Fourth Quarter and Full Year 2012 Financial Results Call, conference ID#: 20505988." The conference call will be webcast live under the Investor Relations section of HII's website at www.hiiquote.com, and will be archived there for 30 days following the call. Please visit HII's website several minutes prior to the start of the broadcast to ensure adequate time for any software download that may be necessary. Copies of the earnings release and other financial information about HII may also be accessed in the Investor Relations section of HII's website at www.hiiquote.com. The Company regularly posts or otherwise makes available information within the Investor Relations section that may be important to investors.

About Health Insurance Innovations, Inc.

Headquartered in Tampa, Florida, HII 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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Health Insurance

Source: Health Insurance Innovations

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