



August 8, 2013

Health Insurance Innovations, Inc. to Announce Second Quarter 2013 Results on August 13, 2013

TAMPA, Fla., Aug. 8, 2013 (GLOBE NEWSWIRE) -- Health Insurance Innovations, Inc. (Nasdaq:HIQ) ("HII"), a leading developer and administrator of affordable, cloud-based individual health insurance plans and ancillary products, announced today that it will report second quarter 2013 financial results after the market closes on Tuesday, August 13, 2013.

Michael Kosloske, president and chief executive officer of HII will host a conference call and webcast to discuss these results on Wednesday, August 14, 2013 at 10:00 a.m. Eastern Time. The toll free dial-in number is (877) 312-8797; the toll number is (678) 825-8236; the passcode is 30539375. A webcast of the conference call may be accessed in the Investor Relations section of HII's website at <http://investor.hiiquote.com/events.cfm>. The webcast will be archived for 30 days. 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.

Health Insurance Innovations creates customizable and affordable, high-quality health insurance products and supplemental services through partnerships with best-in-class carriers. The company utilizes its pioneering, next-generation cloud-based technology platform to provide insurance agents with real-time health insurance solutions, allowing them to tailor plans to fit consumers' budgets and needs.

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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