



May 6, 2013

Health Insurance Innovations, Inc. to Present at Bank of America Merrill Lynch 2013 Health Care Conference (Time Zone Correction)

TAMPA, Fla., May 6, 2013 (GLOBE NEWSWIRE) -- Health Insurance Innovations, Inc. (Nasdaq:HIIQ) ("HII"), today announced that Mike Kosloske, Chief Executive Officer, and Mike Hershberger, Chief Financial Officer, of HII will present an overview of the company at 9:20 a.m. Pacific Time, Thursday, May 16, at the Bank of America Merrill Lynch 2013 Health Care Conference. The conference will be held at the Encore at Wynn in Las Vegas.

The presentation can be accessed live via webcast at <http://www.veracast.com/webcasts/baml/healthcare2013/id14350200.cfm> or at HII's Investor Relations site at <http://investor.hiiquote.com/events.cfm>. The webcast will be archived for 90 days following the conference.

About Health Insurance Innovations, Inc.

Headquartered in Tampa, Fla., 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, which provide an economical alternative to Individual Major Medical plans, while offering similar benefits. Our highly-scalable, proprietary, cloud-based technology platform allows for simplified online enrollment and mass distribution of our large and diverse portfolio of affordable health insurance offerings, providing consumers immediate access to our products through trusted 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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