



May 8, 2013

Health Insurance Innovations, Inc. to Announce First Quarter 2013 Results on May 13, 2013

TAMPA, Fla., May 8, 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 announced today that it will report first quarter 2013 financial results after the market closes on Monday, May 13, 2013.

Michael Kosloske, president and chief executive officer of HII will host a conference call and webcast to discuss these results on Tuesday, May 14, 2013 at 8:30 a.m. Eastern Time. The toll free dial-in number is (877) 312-8797; the toll number is (678) 825-8236; the passcode is 48355784. 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.

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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