



May 2, 2016

## Health Insurance Innovations, Inc. To Announce First Quarter 2016 Financial and Operating Results on May 10, 2016

TAMPA, Fla., May 02, 2016 (GLOBE NEWSWIRE) -- Health Insurance Innovations, Inc. (HII) (NASDAQ:HIIQ), a leading developer, distributor, and virtual administrator of affordable health plans, will announce its first quarter 2016 financial results on Monday, May 9, 2016, after market close. The announcement will be followed by a live earnings conference call on Tuesday, May 10, 2016, at 8:30 a.m. Eastern time.

The conference call can be accessed live over the phone by dialing 1-877-407-9039, or for international callers, 1-201-689-8470. A replay will be available two hours after the call and can be accessed by dialing 1-877-870-5176, or for international callers, 1-858-384-5517. The passcode for the live call and the replay is 13635378. The replay will be available until May 17, 2016.

Interested investors and other parties may also listen to a simultaneous webcast of the conference call by logging onto the Investor Relations section of the Company's website at [investor.hiiquote.com/events](http://investor.hiiquote.com/events). The online replay will be available for a limited time beginning immediately following the call.

In addition, Health Insurance Innovations' CEO Patrick McNamee and CFO Michael Hershberger will be hosting investor meetings at the Bank of America Merrill Lynch Health Care Conference in Las Vegas on Wednesday, May 11, 2016.

### About Health Insurance Innovations, Inc.

HII is a market leader in developing innovative health insurance products that are affordable and meet the needs of millions of health insurance plan shoppers. HII develops insurance products through partnerships with best-in-class insurance companies and markets them via its broad distribution network of licensed insurance agents across the nation. HII's data-centric paperless business model is facilitated by its Consumer Division that provides real-time data used to identify opportunities and underserved needs in the health insurance market. HII's Consumer Division includes [AgileHealthInsurance.com](http://AgileHealthInsurance.com), a website for researching, comparing and purchasing Term Health insurance products and [HealthPocket.com](http://HealthPocket.com), an independently managed free website that compares and ranks all health insurance plans, and uses objective data to publish unbiased health insurance market analyses and other consumer advocacy research. Additional information about HII can be found at [HiiQuote.com](http://HiiQuote.com).

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