



Merger & Acquisition Services
servicing the insurance industry



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For Immediate Release

**HEALTH INSURANCE INNOVATIONS
 COMPLETES PARTNER BUY OUT**

New York, New York— September 28, 2011 – Merger & Acquisition Services Inc. (M&A), a leading insurance intermediary and boutique investment bank, announced today that it successfully assisted in a partner buyout for Health Insurance Innovations (HII), an insurance program manager. As part of the transaction, M&A served as the lead banker in raising 3rd party financing from Sun Trust Bank to facilitate the transaction.

“M&A is happy to have been an integral part in sourcing and arranging the financing needed for the HII buyout and getting the deal closed within the specified project timeline,” said Jason Murgio, President of M&A.

“I am extremely pleased to have closed this transaction and to have bought out my partners on favorable terms. Jason Murgio & Chris Hughes at M&A were instrumental in making the financing and deal happen. I would recommend M&A Services without hesitation,” said Michael Kosloske, President of HII.

Founded in 2009, HII is a program manager which specializes in offering limited medical, short-term medical, AD&D, and life products. In addition, membership in the companies association entitles policy holders to discounts on a variety of health and travel discount services. HII distributes its products through wholesalers and nearly 4,800 independent agents, with some of these being in the employ of large brokerages. For more information on HII, please visit the companies website at <http://hiiquote.com>

Merger & Acquisition Services, Inc. is a specialist advisory and financial services Firm to the insurance and reinsurance industry, with offices in New York, Atlanta & Hartford. Founded in 1999, the Firm and its affiliate provides investment banking and insurance consulting services, including; merger & acquisition advisory, capital raising, valuations, program placements / fronting, and reinsurance advisory. Merger & Acquisition Capital Services, Inc., is a registered broker-dealer and member FINRA / SIPC. To learn more about Merger & Acquisition Services, please visit the company’s website at <http://www.maservices.com>.

Partner Buyout / Capital Raise

**Served as the sole advisor to
 HII in raising the capital to
 complete the transaction**

* Merger & Acquisition Capital Services, Inc. (an affiliate of M&A Services) performed all services which required a registered broker—dealer

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New York Office

336 East 53rd Street
 4th Floor
 New York, NY 10022

Tel: 212.750.0630
 Fax: 917.591.8998

Atlanta Office

3525 Piedmont Road
 7 Piedmont Center, Suite 300
 Atlanta, GA 30305

Tel: 770.417.1119
 Fax: 404.521-4781

Hartford Office

109 Pitkin Street
 East Hartford, CT 06108

Tel: 860.367-8720
 Fax: 860.760.6838

info@maservices.com
<http://www.maservices.com>