

**TSE SYMBOL : KFS**

**For Immediate Release  
October 11, 1996**

**KINGSWAY SHAREHOLDERS APPROVE SUBDIVISION OF SHARES**

**Toronto, Ontario** -- Kingsway Financial Services Inc. today announced that at a special meeting its shareholders approved a subdivision of the Company's common stock. The Company's shares will be subdivided on a 2 for 1 basis for shareholders of record on October 25, 1996.

Kingsway General Insurance Company also announced the opening of new offices in Quebec and Alberta. The office in Quebec is managed by Jacques Muir and opened on October 1, 1996 at 4300 Jean Talon Street West, Montreal. The Alberta office is managed by David Cassidy and is expected to open on November 1 in Calgary.

Kingsway Financial Services Inc.'s shares are listed on The Toronto Stock Exchange under the trading symbol "KFS". The Company operates through two-wholly owned insurance subsidiaries, Kingsway General Insurance Company and York Fire & Casualty Insurance Company. Kingsway's primary business is the insuring of automobile risks for drivers who do not meet the criteria for coverage by insurers in the standard market as well as commercial automobile, property and other specialty insurance products. Kingsway is licensed and operates in every province in Canada. York is licensed and operates in Ontario offering traditional property and casualty insurance products including specialty programs such as the Abstainers Program.

For further information, please contact:

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