

***FOR IMMEDIATE RELEASE - July 16, 1997***

**TSE SYMBOL : KFS**

**KINGSWAY IS AWARDED "A" EXCELLENT RATING BY A.M. BEST**

**Toronto, Ontario** – Kingsway Financial Services Inc. is pleased to announce that A.M. Best Company has rated Kingsway General Insurance Company and York Fire & Casualty Insurance Company both "A" Excellent, recognizing their financial stability and strength.

Since 1899, the A.M. Best Company has been respected as the world's leading rating authority, reporting on the financial condition of insurance companies. Best's ratings represent the current and independent opinion of a company's financial strength, operating performance, and ability to meet its obligations to policyholders. A Best's rating is assigned after an extensive quantitative and qualitative evaluation of a company's financial condition and operating performance.

Kingsway Financial Services Inc.'s shares are listed on the Toronto Stock Exchange under the trading symbol 'KFS'. The Company operates through three wholly owned insurance subsidiaries, Kingsway General Insurance Company, York Fire & Casualty Insurance Company and Jevco 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, motorcycle and other specialty insurance products. Kingsway is licensed and operates in every province in Canada. York is licensed in Ontario and Alberta offering traditional property and casualty insurance products, including specialty programs such as the Seniors and Abstainers programs. Jevco is a federally licensed specialty insurer which was acquired on March 20, 1997. Jevco's head office is in Montreal and its primary business is the insuring of motorcycle risks. Jevco will be eligible for an A.M. Best rating based on its financial statements for the year ended December 31, 1997.

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