

**For Immediate Release**

**TSE SYMBOL: KFS**

**KINGSWAY ANNOUNCES APPOINTMENT OF INVESTMENT MANAGER  
FOR ITS U.S. PORTFOLIO**

**Toronto, Ontario (May 27, 1999)** – Kingsway Financial Services Inc. (“Kingsway”) today announced that it had appointed Conning Asset Management Company, a subsidiary of Conning Corporation (NASDAQ:CNNG) as investment managers for Kingsway America and its subsidiaries. At March 31, 1999, the investment portfolio of Kingsway America and its subsidiaries amounted to approximately Cdn \$290 million.

Conning is one of the pre-eminent investment management firms for the insurance industry in North America, with over 110 insurance clients. Conning provides asset management services primarily to insurance companies and institutional investors. It also manages private equity funds investing in insurance and insurance-related companies and conducts in-depth research on the insurance industry. At March 31, 1999, Conning held assets under discretionary management of approximately U.S. \$29 billion and serviced total assets of approximately U.S. \$91 billion.

**About the Company**

Kingsway’s primary business is the insuring of automobiles for drivers who do not meet the criteria for coverage by standard automobile insurers. The Company currently operates through eight wholly owned insurance subsidiaries in Canada and the United States.

Canadian subsidiaries include Kingsway General Insurance Company, York Fire & Casualty Insurance Company and Jevco Insurance Company. U.S. subsidiaries include Universal Casualty Company, American Service Insurance Company, Southern United Fire Insurance Company, Walshire Assurance Company, and Hamilton Investments, Inc. Kingsway General, York Fire and Lincoln General are all rated “A” Excellent by A.M. Best. The common shares of Kingsway Financial Services Inc. are listed on the Toronto Stock Exchange, under the trading symbol “KFS”.

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