

For Immediate Release

TSE SYMBOL: KFS

KINGSWAY ANNOUNCES APPOINTMENT OF NEW DIRECTOR

Toronto, Ontario (March 7, 2000) – William G. Star, Chairman and Chief Executive Officer of Kingsway Financial Services Inc. is pleased to announce the appointment of F. Michael Walsh to the Company's Board of Directors.

Mr. Walsh was educated at the Universities of Guelph, London (U.K.), York and Toronto and holds two masters degrees and a doctorate. He is Vice-Chair of the Board of Governors of the University of Guelph and a Trustee of the Samuel Rogers Memorial Trust. During his distinguished career, Mr. Walsh has held various senior positions in the investment industry, specializing in financial services companies. After 1993, he assumed increasingly senior responsibilities for the management of a leading investment dealer. He is also a Special Member of the Ontario District Council of the Investment Dealers Association and he has acted as a consultant and advisor to the Ontario Securities Commission.

The eight member Board of Kingsway Financial is now comprised of David Atkins, John Beamish, Thomas Di Giacomo, Bernard Gluckstein, Murray Thompson and Michael Walsh, who are "outside" and "unrelated" directors under the TSE definition for corporate governance purposes, together with Bill Star and James Zuhlke who are officers of the Company.

"I am pleased to welcome Michael to our board," said Bill Star, Chairman and Chief Executive Officer. "Michael's experience and knowledge of the investment industry, specifically in the area of financial services, brings additional strength to our board."

About the Company

Kingsway's primary business is the insuring of automobile risks for drivers who do not meet the criteria for coverage by standard automobile insurers. The Company currently operates through nine wholly owned 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, Hamilton Investments, Inc. and Avalon Risk Management, Inc. The Company also operates through reinsurance subsidiaries in Barbados and Bermuda. Kingsway Financial, Kingsway General, York Fire and Jevco 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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