

**KINGSWAY PRESENTS AT THE RAYMOND JAMES & ASSOCIATES 23RD ANNUAL
INSTITUTIONAL INVESTORS CONFERENCE AND RECEIVES INVESTOR
RELATIONS AWARD**

Toronto, Ontario (February 26, 2002) – Kingsway Financial Services Inc. (TSE:KFS, NYSE:KFS) will participate in the Raymond James & Associates 23rd Annual Institutional Investors Conference to be held March 4th, 5th and 6th in Orlando, Florida. William G. Star, Chairman, President and Chief Executive Officer and W. Shaun Jackson, Executive Vice President & Chief Financial Officer will be discussing Kingsway Financial's recent business developments and market opportunities.

In conjunction with this appearance, Kingsway Financial will broadcast its live conference presentation on the Internet on March 4th at 12:20 p.m. Listeners will need to register at the following address: <http://customer.nvglb.com/RaymondJames/Institutional/>. Listeners should go to this site at least 15 minutes prior to the event to register, download and install any necessary software, Microsoft Windows Media Player or RealPlayer. You will be able to preregister beginning February 15th. For those unable to listen to the live broadcast, a replay will be available for 90 days by accessing the address above. There is no charge to access the event.

Investor Relations Magazine Canada Awards 2002

On February 19th, 2002 the Company received the 'Investor Relations Magazine' award for 'Best Investment Community Meetings'. In addition, it was one of the few companies to receive honorable mentions in the 'Best Overall Investor Relations', 'Best Use of Conferencing' and 'Best Senior Management Communications' categories.

All Canadian companies, regardless of size, compete for the awards and are voted on by the investment community. Thomson Financial/Carson interviewed over 250 Canadian portfolio managers, and more than 500 retail investors were surveyed by World Investor Link to obtain the results.

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 U.S. 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, Lincoln General Insurance Company, U.S. Security Insurance Company and Avalon Risk Management, Inc. The Company also operates reinsurance subsidiaries in Barbados and Bermuda. Kingsway Financial, Kingsway General, York Fire, Jevco and Kingsway Reinsurance (Bermuda) are all rated "A" Excellent by A.M. Best. The Company's senior debt is rated 'BBB' (investment grade) by Standard and Poor's. The common shares of Kingsway Financial Services Inc. are listed on the Toronto Stock Exchange and the New York Stock Exchange, under the trading symbol "KFS".

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