

**KINGSWAY FINANCIAL SERVICES INC. ANNOUNCES APPROVAL OF ILLINOIS
DIRECTOR OF INSURANCE OF ITS ACQUISITION OF CONTROL OF AMERICAN
COUNTRY INSURANCE COMPANY.**

Toronto, Ontario (March 27, 2002)--Kingsway Financial Services Inc. (Kingsway) announced that the Illinois Director of Insurance approved its acquisition of control of American Country Insurance Company, a wholly-owned subsidiary of American Country Holdings, Inc. (ACHI). Receipt of this approval is one of the conditions to the tender offer by Kingsway and its wholly-owned subsidiary, KFS Acquisition Corp., to acquire all of the Common Stock, Series A Convertible Preferred Stock and Class A Common Stock Purchase Warrants of American Country Holdings Inc. (ACHI). Other conditions to the tender offer have not been satisfied. The tender offer, assuming it is not extended, is scheduled to expire midnight EDT, Monday, April 1, 2002.

Under the tender offer, Kingsway is offering to pay \$2.10 for each share of Common Stock of ACHI, \$12.00 for each share of Series A Convertible Preferred Stock of ACHI and \$0.175 for each Class A Common Stock Purchase Warrant of ACHI. The Board of Directors of ACHI has determined that the tender offer is advisable, fair to and in the best interests of American Country and the holders of its common stock, and unanimously voted to recommend that holders of its common stock that wish to receive cash for their stock accept the tender offer.

Forward Looking Statements

The statements contained in this press release that are not statements of historical fact, including without limitation, statements containing the words "believes", "expects", and words of similar import, constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 that involve a number of risks and uncertainties that are difficult to predict. Moreover, from time to time Kingsway may issue other forward-looking statements. Actual outcomes and results may differ materially from what is expressed or forecast in forward-looking statements. Factors that could cause or contribute to actual results differing materially from such forward looking statements are discussed in greater detail in Kingsway's SEC filings. Kingsway disclaims any obligation to update forward-looking statements to reflect future events or revised expectations.

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".

For further information, please contact:

Shaun Jackson

Executive Vice President and Chief Financial Officer

Tel: (905) 629-7888

Fax: (905) 629-5008

Web Site: www.kingsway-financial.com