



KINGSWAY ANNOUNCES EXECUTIVE APPOINTMENTS

Toronto, Ontario (July 14, 2004) – Kingsway Financial Services Inc. (TSE:KFS, NYSE:KFS) today announced the appointments of Claude Smith to Vice President and Chief Information Officer and Andrew Wright to the position of Assistant Vice President, Reinsurance and Risk Management of Kingsway Financial Services Inc.

Mr. Smith joined Kingsway Financial four years ago and has over 20 years experience in the insurance industry. Since joining the Kingsway Financial Group, Claude has been the Vice President and Chief Financial Officer at Kingsway General Insurance Company, the largest Canadian subsidiary in the Kingsway Group. Prior to joining Kingsway, Mr. Smith was President and Chief Operating Officer of a mid-sized property and casualty company in Canada where he had spent over 15 years in various executive positions which included Strategic Planning, Information Services and Internal Audit.

Mr. Wright recently joined Kingsway Financial Services and had over 20 years experience in the areas of reinsurance and risk management within major insurance corporations in Canada and the United Kingdom. Mr. Wright replaces Simon Argent who has left the organization to accept a position overseas with a major worldwide reinsurance company.

“I am pleased to announce the appointments of Claude and Andrew to their new positions within the organization”, said Bill Star, President and Chief Executive Officer. “Claude will be responsible for all of the Information Systems needs of the organization which is extremely important to the growth of the corporation. Andrew joins us with extensive experience in the international reinsurance markets and will have overall responsibility for the placement of the groups reinsurance programs as well as areas of risk management.”

About the Company

Kingsway's primary business is trucking insurance and 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 insurance 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, American Country Insurance Company and Avalon Risk Management, Inc. The Company also operates reinsurance subsidiaries in Barbados and Bermuda. Lincoln General Insurance Company, Universal Casualty Insurance Company, Jevco and Kingsway Reinsurance (Bermuda) are all rated “A-” Excellent by A.M. Best. Kingsway General and York Fire are rated “B++” (very good). The Company's senior debt is rated investment grade “BBB-” by Standard and Poor's and “BBB” by Dominion Bond Rating Services. 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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