



## **Kingsway Announces Pricing of Common Stock of Initial Public Offering of Subsidiary 1347 PIH**

Toronto, Ontario (March 31, 2014) - (TSX: KFS, NYSE: KFS) Kingsway Financial Services Inc. ("Kingsway" or the "Company") announced today the pricing of the initial public offering of 1,887,500 shares of its common stock at a price to the public of \$8.00 per share for its wholly owned subsidiary 1347 Property Insurance Holdings, Inc. ("PIH"). PIH has granted the representative of the underwriters a 45-day option to purchase up to 283,125 additional shares of common stock to cover over-allotments, if any.

Shares of PIH common stock are expected to trade on The NASDAQ Capital Market under the symbol "PIH" beginning on or about April 1, 2014. The closing of the offering is expected on or about April 4, 2014 subject to customary closing conditions.

Aegis Capital Corp. is acting as sole book-running manager for the offering.

EarlyBirdCapital, Inc. is acting as a co-manager for the offering.

A registration statement relating to these securities was declared effective by the Securities and Exchange Commission on March 31, 2014.

This offering is being made only by means of a prospectus. Copies of the prospectus relating to this offering may be obtained by contacting Aegis Capital Corp., Prospectus Department, 810 Seventh Avenue, 18th Floor, New York, NY 10019, telephone: 212-813-1010, e-mail: prospectus@aegiscap.com.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of, these securities in any state or jurisdiction in which such offer, solicitation, or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

### **About the Company**

Kingsway is a holding company functioning as a merchant bank with a focus on long-term value-creation. The Company owns or controls stakes in several insurance industry assets and utilizes its subsidiaries, 1347 Advisors LLC and 1347 Capital LLC, to pursue opportunities acting as an advisor, an investor and a financier. The common shares of Kingsway are listed on the Toronto Stock Exchange and the New York Stock Exchange under the trading symbol "KFS."

### **Forward Looking Statements**

This press release includes "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 that are not historical facts, and involve risks and uncertainties that could cause actual results to differ materially from those expected and projected. Words such as "expects", "believes", "anticipates", "intends", "estimates", "seeks" and variations and similar words and expressions are intended to identify such forward-looking statements. Such forward-looking statements relate to future events or future performance, but reflect Kingsway management's current beliefs, based on information currently available. A number of factors could cause actual events, performance or results to differ materially from the events, performance and results discussed in the forward-looking statements. For information identifying important factors that could cause actual results to differ materially from those anticipated in the forward looking statements, please refer to the section entitled "Risk Factors" in the Company's 2013 Annual Report on Form 10-K filed with the U.S. Securities and Exchange Commission on March 31, 2014. Except as expressly required by applicable securities law, the Company disclaims any intention or obligation to update or revise any forward looking statements whether as a result of new information, future events or otherwise.