



KINGSWAY SCHEDULES CONFERENCE CALL TO PROVIDE INVESTOR UPDATE FOLLOWING 2017 SECOND QUARTER AND FIRST HALF FINANCIAL RESULTS

Toronto, Ontario (August 4, 2017) - (TSX: KFS, NYSE: KFS) Kingsway Financial Services Inc. (“Kingsway” or the “Company”) today announced it will release its financial results for the second quarter and six months ended June 30, 2017 after the market closes on Monday, August 7, 2017.

Kingsway’s management will also host a conference call to provide an investor update the following morning (Tuesday, August 8, 2017) at 8:45 a.m. ET. The purpose of the call is to serve as a mid-year update on the Company between its Annual Shareholder Letter and the Company’s planned Investor Day in November. Kingsway intends to make its discussion materials available to shareholders in advance of the conference call. These materials will be found on Form 8-K, which can be accessed on the Canadian Securities Administrators’ website at www.sedar.com and on the EDGAR section of the U.S. Securities and Exchange Commission’s website at www.sec.gov, or through the Company’s website at www.kingsway-financial.com.

Conference Call Details

Date/Time: Tuesday, August 8, 2017 – 8:45 a.m. ET

Participant Dial-In Numbers:

(United States): 877-407-5976

(International): 412-902-0031

To access the call, please dial-in approximately five minutes before the start time and, when asked, provide the operator with passcode "Kingsway."

Webcast

The call will also be simultaneously webcast over the Internet via the Investor Relations section of Kingsway’s website or by clicking on the conference call link: <http://kingsway-financial.equisolvewebcast.com/inv-update>.

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 subsidiaries primarily in the insurance, extended warranty, asset management and real estate industries and pursues non-control investments and other 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.”

Additional Information

Additional information about Kingsway, including a copy of its 2016 Annual Report and filings on Forms 10-Q and 8-K, can be accessed on the Canadian Securities Administrators’ website at www.sedar.com, on the EDGAR section of the U.S. Securities and Exchange Commission’s website at www.sec.gov or through the Company’s website at www.kingsway-financial.com.