



KINGSWAY GENERAL INSURANCE COMPANY  
THE SPECIALTY INSURER

# Broker Bulletin

January 21, 2009

## Broker Incentive Cruise

To All Kingsway Brokers:

Kingsway General Insurance Company regrets to advise that the Company will not be hosting the 2009 Broker Incentive Cruise due to expense reduction initiatives announced by Kingsway Financial Services Inc. in its press release dated December 17, 2008.

Future incentive programs will be communicated as they are developed. Kingsway is committed to providing value to brokers and policyholders by offering specialty lines insurance products while upholding the corporate operating principles of delivering service in a **Fair, Accurate, Courteous, and Timely** manner.

On behalf of everyone at Kingsway, best wishes for a prosperous and healthy New Year.

Thank you for your continued support.

Sincerely,

John McGlynn  
President & CEO

***Our operating principles.....Fair, Accurate, Courteous, Timely***

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