



KINGSWAY GENERAL INSURANCE COMPANY
THE SPECIALTY INSURER

June 6, 2008

**Kingsway General Insurance Company Introduces its
New Specialty Casualty Unit**

To All Brokers:

Kingsway General is pleased to announce the opening of our Specialty Casualty Unit. This new unit will underwrite Commercial General Liability and Umbrella Liability for hard to place accounts. Kingsway offers brokers up to \$10 million of capacity and pays 20% commission on all placements. As with all Kingsway's products, competitive rates and terms apply. For policyholders conducting business across national borders, coverage is available for U.S. and foreign sales.

Coverage is available for the following industry segments:

Manufacturers/Importers/Distributors

- Agricultural Equipment
- Automobile Parts
- Building Products
- Chemical Products
- Electronic Products
- Food
- Furniture
- Industrial Equipment & Products

Premises & Miscellaneous

- Apartment Complexes
- Arenas
- Building Supply Centres
- Community Centres
- Equipment Rental
- Garbage Collection & Recycling
- Malls/Shopping Centres



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Construction/Installation

- Crane Operators
- Electrical
- HVAC
- Landscaping
- Millwrights
- Plumbing
- Roofers (All Types)
- Snow removal
- Welders

For additional information regarding Kingsway and our products, please visit our website at www.kingsway-general.com. While visiting our website, log into our Broker Center to obtain a copy of our Underwriting Manuals, bulletins and business forms, including our payment authorization form where applicable. If you are not already set up with a user name and password to access the Broker Center, please contact our Marketing Department at kgmarketing@kingsway-general.com

To learn more about Kingsway's new Specialty Casualty Unit contact Peter Holman, Casualty Product Manager, via e-mail at pholman@kingsway-general.com or Jeff Kislasko, Intermediate Casualty Underwriter via e-mail at jkislasko@kingsway-general.com.

Kingsway thanks you for your support. Our commitment is to continuously provide comprehensive products, competitive pricing and excellent claims service exclusively through the broker distribution channel.

Sincerely,

Grace Kemp CIP, ACS
National Marketing Manager

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