

REVISION

B #:	1257-13
Date:	08/22/2013
To:	All Participants
Category:	Dividends
From:	Supervisor, Stock Dividend Department
Attention:	Dividend Managers, Cashiers, and Reorganization Managers
Subject:	REVISION: RECORD DATE IS 08/09/2013 Rights Offering: Kingsway Financial Services Inc. CUSIP: 496904202 Rights CUSIP: 496904111 Record Date: 08/09/2013 Rights Expire: 09/06/2013 5:00 P.M. EST unless extended Rate: One Right for every one share of common stock held.

*****WARNING TIME CRITICAL*****

REVISION: RECORD DATE IS 08/09/2013

Kingsway Financial Services Inc., is issuing transferrable Rights to shareholders as of close of business on **08/09/2013** (Record Date). The Expiration Date is 09/06/2013 at 5:00 P.M. EST unless extended.

DTC allocated Rights on 08/19/13.

Registered shareholders that reside outside of the United States (each, an “Ineligible Holder”, and collectively, the “Ineligible Holders”) will not be able to exercise their Subscription Rights, except where the Company determines that the Rights Offering and subscription by a shareholder outside the United States is lawful and made in compliance with all securities and other laws applicable in the jurisdiction where such shareholder is resident (such a shareholder, a “Qualified Holder”).

Ineligible Holders that wish to be recognized as Qualified Holders must contact the Subscription Agent at the earliest possible time, but in no event later than 08/27/13 (ten calendar days before the expiration of the Rights Offering) in order to satisfy the Company in its sole discretion that such holders are Qualified Holders. Thereafter the Company shall direct the Subscription Agent to attempt to sell the Subscription Rights of Ineligible Holders that have not demonstrated that they are Qualified Holders, on such date or dates and at such price or prices and in such markets as the Company may direct.

Non-Confidential

DTCC is now offering enhanced access to all important notices via a new, Web-based subscription service. The new notification system leverages RSS Newsfeeds, providing significant benefits including real-time updates and customizable delivery. To learn more and to set up your own DTCC RSS alerts, visit http://www.dtcc.com/subscription_form.php.

To remove your name from the former system of email notifications, send a message to unsubscribe@dtcc.com.

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The Subscription Agent will then distribute proceeds from any such sale in United States dollars to the registered Ineligible Holders on a pro rata basis. This will be processed outside of DTC.

THE DIVIDEND POSITION AND ALLOCATION HISTORY (DPAL) OPTION, ACCESSED VIA THE PTS DIVIDEND ANNOUNCEMENTS INQUIRY FUNCTION (DIVA), SHOULD BE USED TO CONFIRM YOUR RECORD DATE POSITION HISTORY.

IT IS IMPORTANT THAT PARTICIPANTS REFER TO THE DTC REORGANIZATION INQUIRY FOR PARTICIPANTS (RIPS), FUNCTION CODE 59, FOR INFORMATION REGARDING THE SUBSCRIPTION PRIVILEGE AND ANY EXTENSIONS TO THE EXPIRATION DATE.

If participants have any questions regarding this Important Notice, they may contact DTC's Customer Help Center at (888) 382-2721.

For questions regarding this Rights Offering, please contact the Information Agent, Georgeson Shareholder Communications Canada Inc. at 888-605-8403.

Important Legal Information: The Depository Trust Company ("DTC") does not represent or warrant the accuracy, adequacy, timeliness, completeness or fitness for any particular purpose of the information contained in this communication, which is based in part on information obtained from third parties and not independently verified by DTC and which is provided as is. The information contained in this communication is not intended to be a substitute for obtaining tax advice from an appropriate professional advisor. In providing this communication, DTC shall not be liable for (1) any loss resulting directly or indirectly from mistakes, errors, omissions, interruptions, delays or defects in such communication, unless caused directly by gross negligence or willful misconduct on the part of DTC, and (2) any special, consequential, exemplary, incidental or punitive damages. To ensure compliance with Internal Revenue Service Circular 230, you are hereby notified that: (a) any discussion of federal tax issues contained or referred to herein is not intended or written to be used, and cannot be used, for the purpose of avoiding penalties that may be imposed under the Internal Revenue Code; and (b) as a matter of policy, DTC does not provide tax, legal or accounting advice and accordingly, you should consult your own tax, legal and accounting advisor before engaging in any transaction

