

## Atlas Announces Launch of New Claim Reporting Technology

CHICAGO, September 27, 2011 /CNW/ - Atlas Financial Holdings, Inc. ("Atlas" or the "Company"; TSXV: AFH) announces the launch of a mobile enabled technology for claim reporting. This technology allows Atlas' commercial automobile policy holders to submit their first notice of claim to the Company from their taxi, limousine or paratransit vehicle with a variety of commonly used mobile devices. The mobile application utilizes Quick Response ("QR") code technology which allows policyholders to efficiently submit key information and photos from the scene of an accident.

Atlas is the first niche insurer in the Company's specialty commercial auto insurance space to introduce this type of innovative process. This new mobile enabled technology creates value for Atlas' customers through a more streamlined first notice process and simultaneously provides the Company with a greater level of information to facilitate Atlas' commitment to delivering timely and appropriate claim adjudication. The real time nature of this process also allows Atlas to provide its policyholders with guidance to assist them in the event of an accident while they are still on the scene.

### About Atlas:

The primary business of Atlas is commercial automobile insurance in the United States, with a niche market orientation and focus on insurance for the "light" commercial automobile sector including taxi cabs, non-emergency paratransit, limousine/livery and business auto. The business of Atlas is carried on through its operating insurance subsidiaries American Country Insurance Company and American Service Insurance Company, Inc. Atlas' operating insurance subsidiaries have decades of experience with a commitment to always be an industry leader in these specialized areas of insurance.

Additional information about Atlas, including a copy of the Company's most recent financial statements and MD&A, can be accessed on the Canadian Securities Administrators' website at [www.sedar.com](http://www.sedar.com) or through the Company's website at [www.atlas-fin.com](http://www.atlas-fin.com).

### Notice regarding forward-looking statements:

This release includes forward-looking statements regarding the Company and its subsidiaries and businesses. Such statements are based on the current expectations of the management of each entity. The words "anticipate", "expect", "believe", "may", "should", "estimate", "project", "outlook", "forecast" or similar words are used to identify such forward looking information. The forward-looking events and circumstances discussed in this release may not occur and could differ materially as a result of known and unknown risk factors and uncertainties affecting the companies, including risks regarding the insurance industry, economic factors and the equity markets generally and the risk factors discussed in the "Risk Factors" section of our Management Discussion and Analysis and Annual Report for the year ended December 31, 2010. No forward-looking statement can be guaranteed. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made and the Company and its subsidiaries undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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