

ATLAS CONFIRMS TRADING AND UPGRADE

Chicago, Illinois (January 6, 2011) – Atlas Financial Holdings, Inc. (“Atlas”; TSXV: AFH) announced today that its shares began trading under the symbol AFH.

As a result of the successful completion of the Atlas transaction, A.M. Best Co. has upgraded the financial strength rating of Atlas’ operating subsidiaries American Country Insurance Company (“ACIC”) and American Service Insurance Company, Inc. (“ASI”) to “B” from “B-“. Both companies are members of the American Service Pool. The outlook assigned to all ratings is “stable” and no longer “under review with developing implications”.

“This is an important day, marking a new beginning for our organization. Our operating subsidiaries have a long heritage in the niche commercial automobile insurance market,” said Scott D. Wollney, President & CEO of Atlas. “We have an exceptional group of people, agents and other business partners. Atlas’ collective expertise, strength and commitment will benefit the company’s stakeholders.”

A.M. Best also upgraded the issuer credit ratings (“ICR”) of ACIC and ASI to “bb” from “bb-“, and issued an ICR of “b-” to Atlas. The outlook assigned to these ratings is also “stable”.

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 forward-looking events and circumstances discussed in this release, including acceptance of the transaction, 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. 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.

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 subsidiaries American Country Insurance Company and American Service Insurance Company, Inc.

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.