



**Atlas Schedules 2012 Second Quarter Release Date for August 13, 2012, with
Conference Call to follow that morning at 8:30 a.m. ET**

Chicago, Illinois, July 24, 2012 - Atlas Financial Holdings, Inc. (TSX.V:AFH) ("Atlas" or the "Company") announced today that it will issue its financial results for the second quarter ended June 30, 2012, on Monday, August 13, 2012, prior to the opening of the stock market.

The Company will discuss these results in a conference call that morning at 8:30 AM ET.

To access the call, participants should dial-in approximately five minutes before the start time, toll free to 800-593-0693 and, when prompted, provide the operator with passcode "Atlas".

Questions will be taken at the end of the call and may also be submitted in advance via email to investorrelations@atlas-fin.com.

Following the call, an audio webcast will be made available through the investor relations portion of Atlas' website at www.atlas-fin.com/atlas_investor_relations.html.

About Atlas Financial Holdings, Inc.

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 para transit, limousine/livery and business auto. The business of Atlas is carried on through its insurance subsidiaries American Country Insurance Company and American Service Insurance Company, Inc. Atlas' insurance subsidiaries have decades of experience with a commitment to always being an industry leader in these specialized areas of insurance.

Forward-looking Statements

This release includes forward-looking statements regarding Atlas and its insurance 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 the Company's Form 10-K for the year ended December 31, 2011. 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 Atlas 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.

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