

Atlas Announces Upcoming Shareholder Information Event

Chicago, Illinois (April 17, 2012) - Atlas Financial Holdings, Inc. ("Atlas" or the "Company"; TSXV:AFH) announced today that it will be releasing its 2012 first quarter financial results on the morning of May 14, 2012 with a conference call to follow at 8:30 a.m. (Eastern Time). To access the call, approximately five minutes before the start time please dial 800-593-0693 and, when asked, 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 available and can be accessed at www.atlas-fin.com/atlas_investor_relations.html.

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 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.

Notice regarding 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.

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.

For further information:

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