

FOR IMMEDIATE RELEASE

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**21st CENTURY HOLDING COMPANY SIGNS AGREEMENT IN PRINCIPLE TO ACQUIRE
HOMEWISE INSURANCE COMPANY
AND OTHER INSURANCE RELATED BUSINESS FROM HOMEWISE HOLDINGS**

Lauderdale Lakes, Florida, March 23, 2010 - 21st Century Holding Company (Nasdaq: TCHC) announced today that it has signed an agreement in principle with HomeWise Holdings, Inc. to acquire HomeWise Insurance Company and HomeWise Management Company. The agreement in principle also includes a renewal rights agreement to acquire certain insurance policies from HomeWise Preferred Insurance Company. Terms of the proposed transaction were not disclosed. The proposed transaction is subject to customary definitive documentation, regulatory approval and the completion of satisfactory due diligence. Due diligence has already begun and is expected to be completed in the next several weeks. The Company expects to close the transaction prior to June 1, 2010.

HomeWise Insurance is based in Tampa and provides homeowners property coverage in Florida and Louisiana through a leading network of experienced, independent agents; it reported approximately \$38.2 million in gross written premium in 2009, and statutory surplus of \$20.3 million.

Mr. Michael H. Braun, 21st Century Holding Company's Chief Executive Officer and President, said, "We are pleased to have signed this agreement with HomeWise, a top-ranked Florida insurance company with a high quality book of business. Once completed, the transaction should yield substantial, immediate benefits for 21st Century Holding Company shareholders. Synergies include greater diversification of risk within Florida and into Louisiana, the ability to write more premium for each dollar we spend on reinsurance and expense savings from combining our two companies. We believe the transaction, when completed, will be accretive to our earnings. We anticipate that the acquisition of HomeWise Insurance Company and renewal rights agreement with HomeWise Preferred Insurance Company to generate over \$100 million in annual premium."

About 21st Century Holding Company

The Company, through its subsidiaries, underwrites commercial general liability insurance, commercial residential property, homeowners' property and casualty insurance, flood insurance, inland marine, personal automobile insurance and commercial automobile insurance in the state of Florida. The Company underwrites general liability coverage as an admitted carrier in the states of Alabama, Louisiana and Texas for more than 300 classes of business, including special events. The Company is approved to operate as a surplus lines/non-admitted carrier in the states of Arkansas, California, Georgia, Kentucky, Maryland, Missouri, Nevada, Oklahoma, South Carolina, Tennessee, and Virginia and offering the same general liability products. The Company is licensed and has the facilities to market and underwrite other insurance carriers' lines of business, as well as to process and adjust claims for third party insurance carriers. In addition to insurance services, the Company offers premium finance services to its insureds as well as insureds of certain third party insurance companies.

About HomeWise Holdings

Based in Tampa, Florida, HomeWise provides homeowners coverage and other property insurance products through a leading network of experienced, independent agents. The company has an A Exceptional rating from Demotech.

Safe harbor statements under the Private Securities Litigation Reform Act of 1995: Statements in this press release that are not historical fact are forward-looking statements that are subject to certain risks and uncertainties that could cause actual events and results to differ materially from those discussed herein. Without limiting the generality of the foregoing, words such as "may," "will," "expect," "believe," "anticipate," "intend," "could," "would," "estimate," or "continue" or the other negative variations thereof or comparable terminology are intended to identify forward-looking statements. The risks and uncertainties include, without limitation, the ability of the Company to close this acquisition on a timely basis or at all, or, if the transaction is closed, to achieve the contemplated benefits and synergies; and other matters described from time to time by us in our filings with the SEC. Additional risk factors will also be set forth in the Company's Form 10-K for the fiscal year ended December 31,

2009 which will be filed with the SEC by March 31, 2010. The Company undertakes no obligations to update, change or revise any forward-looking statement, whether as a result of new information, additional or subsequent developments or otherwise.

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