

**FOR IMMEDIATE RELEASE**

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**21<sup>st</sup> CENTURY HOLDING COMPANY REPORTS  
IMPROVED GROSS PREMIUMS WRITTEN AND NET INCOME**

**Lauderdale Lakes, Florida, August 10, 2009** - 21st Century Holding Company (the "Company") (Nasdaq: TCHC), today reported results for the quarter ended June 30, 2009 (see attached tables).

For the three months ended June 30, 2009, the Company reported net income of \$784,254, or \$0.10 per share on 8,013,894 average undiluted shares outstanding, as compared to a net loss of \$2,500,031, or \$0.31 per share on 7,974,053 average undiluted shares outstanding in the same three month period last year. On a diluted share basis, the Company reported earnings of \$0.10 per share, based on 8,013,894 average diluted shares outstanding for the same three month period, as compared to a net loss of \$0.31 per share, based on 7,974,053 average diluted shares outstanding for the three months ended June 30, 2008.

For the six months ended June 30, 2009, the Company reported net income of \$1,087,474, or \$0.14 per share on 8,013,894 undiluted shares versus net income of \$1,808,558, or \$0.23 per share on 7,944,305 undiluted shares in the same six month period last year. On a diluted share basis, the Company reported earnings of \$0.14 per share, based on 8,013,894 average diluted shares outstanding for the same six month period, as compared to \$0.23 per share, based on 7,975,057 average diluted shares outstanding for the six months ended June 30, 2008.

Net premiums earned decreased \$1.2 million or 7.7% to \$14.3 million for the three months ended June 30, 2009, as compared to \$15.5 million for the same three-month period last year. Net premiums earned decreased \$5.9 million or 17.3% to \$28.2 million for the six months ended June 30, 2009, as compared to \$34.1 million for the same six month period last year.

Total revenues increased \$1.7 million or 11.0% to \$17.1 million for the three months ended June 30, 2009, as compared to \$15.4 million for the same three-month period last year. Total revenues decreased \$2.7 million or 7.7% to \$32.8 million for the six months ended June 30, 2009, as compared to \$35.5 million for the same six month period last year.

Mr. Michael H. Braun, the Company's Chief Executive Officer, said "These results were consistent with our expectations. We expect improvements in our business fundamentals as we continue our growth initiatives and management of the inherent risks. Florida industry-wide challenges such as the impact of wind mitigation credits on policy premiums and rising reinsurance costs will impact the third and fourth quarters."

Mr. Braun and CFO, Peter J. Prygelski, III, will discuss the financial results and review the outlook for the Company at a conference call to be held on Monday, August 10, 2009 at 4:30 p.m. (ET). Messrs. Braun and Prygelski invite interested parties to participate in the conference call. A live webcast of the call will be available online at <http://www.21stcenturyholding.com> (in the Conference Calls section). Listeners interested in participating in the Q&A session can access the conference call by dialing toll free 877-419-6592. Participants are advised to join the call at least five minutes in advance. A webcast replay of the conference call will be available shortly after the live webcast is completed and may be accessed via the Company's website.

**About the Company**

The Company, through its subsidiaries, underwrites commercial general liability insurance, homeowners' property and casualty insurance, flood insurance, 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.

***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 success of the Company's new growth and marketing initiatives and introduction of its new product lines, inflation and other changes in economic conditions (including changes in interest rates and financial markets); the impact of new regulations adopted in Florida which affect the property and casualty insurance market; the costs of reinsurance and the collectability or reinsurance, assessments charged by various governmental agencies; pricing competition and other initiatives by competitors; our ability to obtain regulatory approval for requested rate changes, and the timing thereof; legislative and regulatory developments; the outcome of litigation pending against us or which is commenced against the Company after the date hereof, including the terms of any settlements; risks related to the nature of our business; dependence on investment income and the composition of our investment portfolio; the adequacy of our liability for loss and loss adjustment expense; insurance agents; claims experience; ratings by industry services; catastrophe losses; reliance on key personnel; weather conditions (including the severity and frequency of storms, hurricanes, tornadoes and hail); changes in driving patterns and loss trends; acts of war and terrorist activities; court decisions and trends in litigation, and health care and auto repair costs; and other matters described from time to time by us in our filings with the SEC, including, but not limited to, the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2008. In addition, investors should be aware that generally accepted accounting principles prescribe when a company may reserve for particular risks, including litigation exposures. Accordingly, results for a given reporting period could be significantly affected if and when a reserve is established for a major contingency. Reported results may therefore appear to be volatile in certain accounting periods. 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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**21st CENTURY HOLDING COMPANY**  
**Consolidated Statements of Operations**  
**(Unaudited)**

	Three Months Ended June 30,		Six Months Ended June 30,	
	<u>2009</u>	<u>2008</u>	<u>2009</u>	<u>2008</u>
Revenue:				
Gross premiums written	\$ 33,601,093	\$ 27,240,913	\$ 62,032,021	\$ 54,844,309
Gross premiums ceded	<u>(19,588,159)</u>	<u>(8,232,878)</u>	<u>(19,916,236)</u>	<u>(8,232,814)</u>
Net premiums written	<u>14,012,934</u>	<u>19,008,035</u>	<u>42,115,785</u>	<u>46,611,495</u>
Increase (Decrease) in prepaid reinsurance premiums	10,305,109	(2,366,330)	2,235,663	(13,520,164)
(Increase) Decrease in unearned premiums	<u>(10,053,372)</u>	<u>(1,182,970)</u>	<u>(16,181,929)</u>	<u>973,245</u>
Net change in prepaid reinsurance premiums and unearned premiums	<u>251,737</u>	<u>(3,549,300)</u>	<u>(13,946,266)</u>	<u>(12,546,919)</u>
Net premiums earned	14,264,671	15,458,735	28,169,519	34,064,576
Commission Income	382,994	964,288	620,912	1,082,409
Finance revenue	91,250	91,518	174,009	177,267
Managing general agent fees	478,140	530,242	908,764	1,029,423
Net investment income	584,425	1,899,407	1,228,798	3,775,434
Net realized investment gains (losses)	68,519	(4,663,912)	(468,022)	(6,313,289)
Regulatory assessments recovered	1,188,274	912,430	1,735,783	1,234,335
Other income	<u>69,771</u>	<u>234,704</u>	<u>381,829</u>	<u>418,892</u>
Total revenue	<u>17,128,044</u>	<u>15,427,412</u>	<u>32,751,592</u>	<u>35,469,047</u>
Expenses:				
Loss and loss adjustment expenses	8,973,810	12,493,367	17,846,775	20,367,699
Operating and underwriting expenses	2,307,753	1,473,439	4,224,314	3,028,610
Salaries and wages	1,896,983	1,762,957	3,805,740	3,521,469
Interest expense	--	--	--	--
Policy acquisition costs, net of amortization	<u>2,915,107</u>	<u>3,787,474</u>	<u>5,659,316</u>	<u>7,623,315</u>
Total expenses	<u>16,093,653</u>	<u>19,517,237</u>	<u>31,536,145</u>	<u>34,541,093</u>
Income before provision for income tax expense (benefit)	1,034,391	(4,089,825)	1,215,447	927,954
Provision for income tax expense (benefit)	<u>250,137</u>	<u>(1,589,794)</u>	<u>127,973</u>	<u>(880,604)</u>
Net income (loss)	<u>\$ 784,254</u>	<u>\$ (2,500,031)</u>	<u>\$ 1,087,474</u>	<u>\$ 1,808,558</u>
Basic net income (loss) per share	<u>\$ 0.10</u>	<u>\$ (0.31)</u>	<u>\$ 0.14</u>	<u>\$ 0.23</u>
Fully diluted net income (loss) per share	<u>\$ 0.10</u>	<u>\$ (0.31)</u>	<u>\$ 0.14</u>	<u>\$ 0.23</u>
Weighted average number of common shares outstanding	<u>8,013,894</u>	<u>7,974,053</u>	<u>8,013,894</u>	<u>7,944,305</u>
Weighted average number of common shares outstanding (assuming dilution)	<u>8,013,894</u>	<u>7,974,053</u>	<u>8,013,894</u>	<u>7,975,057</u>
Dividends paid per share	<u>\$ 0.06</u>	<u>\$ 0.18</u>	<u>\$ 0.24</u>	<u>\$ 0.36</u>

21st CENTURY HOLDING COMPANY  
Other Selected Data  
(Unaudited)

Balance Sheet

	Period Ending	
	<u>06/30/09</u>	<u>12/31/08</u>
Total Cash & Investments	\$167,129,789	\$150,642,267
Total Assets	\$216,180,318	\$197,101,997
Unpaid Loss and Loss Adjustment Expense	\$67,771,545	\$64,775,241
Total Liabilities	\$138,577,226	\$120,871,081
Total Shareholders' Equity	\$77,603,092	\$76,230,916
Common Stock Outstanding	8,013,894	8,013,894
Book Value Per Share	\$9.68	\$9.51

Premium Breakout

<u>Line of Business</u>	3 Months Ending		6 Months Ending	
	<u>06/30/09</u>	<u>06/30/08</u>	<u>06/30/09</u>	<u>06/30/08</u>
	(Dollars in thousands)		(Dollars in thousands)	
Homeowners'	\$28,660	\$19,931	\$51,688	\$39,920
Commercial General Liability	3,895	7,235	8,418	14,590
Federal Flood	1,018	--	1,754	--
Automobile	<u>28</u>	<u>75</u>	<u>172</u>	<u>334</u>
Gross Written Premiums	<u>\$33,601</u>	<u>\$ 27,241</u>	<u>\$62,032</u>	<u>\$54,844</u>

Commercial General Liability

Written Premium by State

<u>State</u>	3 Months Ending		6 Months Ending	
	<u>06/30/09</u>	<u>06/30/08</u>	<u>06/30/09</u>	<u>06/30/08</u>
	(Dollars in thousands)		(Dollars in thousands)	
Alabama	\$23	\$28	\$47	\$72
Arkansas	1	4	3	12
California	9	104	54	200
Florida	3,040	4,507	6,452	9,394
Georgia	68	143	154	329
Kentucky	1	1	1	1
Louisiana	435	1,330	1,227	2,514
South Carolina	2	28	3	60
Texas	314	1,090	476	2,000
Virginia	<u>2</u>	<u>--</u>	<u>1</u>	<u>8</u>
Gross Written Premiums	<u>\$3,895</u>	<u>\$7,235</u>	<u>\$8,418</u>	<u>\$14,590</u>

Loss Ratios

<u>Line of Business</u>	3 Months Ending		6 Months Ending	
	<u>06/30/09</u>	<u>06/30/08</u>	<u>06/30/09</u>	<u>06/30/08</u>
Homeowners'	65.58%	77.50%	63.89%	54.96%
Commercial General Liability	60.32%	91.02%	63.31%	70.42%
Automobile	(65.35)%	(114.70)%	18.71%	(45.09)%
All Lines	62.91%	80.81%	63.35%	59.79%