## FOR IMMEDIATE RELEASE CONTACT: Peter J. Prygelski, CFO, 21<sup>st</sup> Century Holding Company (954) 308-1252 or (954) 581-9993

#### 21<sup>st</sup> CENTURY HOLDING COMPANY ANNOUNCES EARNINGS RELEASE DATE

**Lauderdale Lakes, Florida, March 8, 2011** - 21st Century Holding Company (Nasdaq: TCHC) today announced that it will release its 2010 yearend financial results at 2:00 PM (ET) on Thursday, March 24, 2011, followed by an investor conference call at 4:30 PM (ET).

The Company's CEO and President, Michael H. Braun, and its CFO, Peter J. Prygelski, III, will discuss the financial results and review the outlook for the Company. Messrs. Braun and Prygelski invite interested parties to participate in the conference call. A live webcast of the call will be available online at <u>http://www.21stcenturyholding.com</u> (in the Conference Calls section). Listeners interested in participating in the Q&A session can access the conference call by dialing toll free 866-501-5542. 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 homeowners' property and casualty, commercial general liability, commercial residential property, flood, personal automobile, commercial automobile and inland marine insurance in the state of Florida. The Company underwrites general liability coverage as an admitted carrier in the states of Alabama, Georgia, 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 costs of reinsurance and the collectability or reinsurance; the success of the Company's 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 and the other states in which we do business which affect the property and casualty insurance market; assessments charged by various governmental agencies; pricing competition and other initiatives by competitors; our ability to obtain regulatory approval for requested rate changes and/or changes in our capital structure, 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 (a withdrawal or reduction of our rating(s) could limit us from writing or renewing policies and could cause the Company's insurance policies to no longer be acceptable to the secondary marketplace and mortgage lenders); 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. Additional risk factors are also set forth in the Company's Form 10-K for the fiscal year ended December 31, 2009, which was filed with the SEC on March 26, 2010. 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.

## 21<sup>st</sup> CENTURY HOLDING COMPANY REPORTS 2010 FOURTH QUARTER AND FULL YEAR RESULTS

**Lauderdale Lakes, Florida, March 24, 2011** - 21<sup>st</sup> Century Holding Company (Nasdaq: TCHC), today reported results for the quarter and year ended December 31, 2010 (see tables).

For the three months ended December 31, 2010, the Company reported a net loss of \$3.5 million or \$0.43 per share on 7.9 million average undiluted and diluted shares outstanding, as compared to a net loss of \$7.4 million, or \$0.93 per share on 8.0 million average undiluted and diluted shares outstanding in the same three month period last year.

For the twelve months ended December 31, 2010, the Company reported a net loss of \$8.0 million or \$1.01 per share on 7.9 million average undiluted and diluted shares outstanding, as compared to a net loss of \$10.3 million, or \$1.29 per share on 8.0 million average undiluted and diluted shares outstanding in the same twelve month period last year.

Gross premiums written decreased \$5.3 million, or 18.1%, to \$24.1 million for the three months ended December 31, 2010, as compared with \$29.4 million for the three months ended December 31, 2009. Gross premiums written decreased \$8.0 million, or 7.6%, to \$96.4 million for the twelve months ended December 31, 2010, as compared with \$104.4 million for the twelve months ended December 31, 2009.

Net premiums earned increased \$1.2 million, or 12.0%, to \$11.5 million for the three months ended December 31, 2010, as compared to \$10.3 million for the same three month period last year. Net premiums earned decreased \$2.9 million, or 6.1%, to \$45.1 million for the twelve months ended December 31, 2010, as compared to \$48.0 million for the same twelve month period last year.

Total revenues increased \$1.4 million, or 11.2%, to \$14.3 million for the three months ended December 31, 2010, as compared to \$12.9 million for the same three month period last year. Total revenues increased \$1.7 million, or 3.0%, to \$60.6 million for the twelve months ended December 31, 2010, as compared to \$58.9 million for the same twelve month period last year.

Michael H. Braun, the Company's Chief Executive Officer and President, said, "Fourth quarter results were significantly affected by our decision to take a more conservative approach to our reserves. After an annual in-depth review, we took a \$2.4 million charge in the fourth quarter to bolster our reserves.

"Total revenues were strong during the fourth quarter, as we continue to see the results of our disciplined approach to underwriting and the rate increases of the past eighteen months take effect. As such, the Company will have increased opportunities to grow revenue by writing more profitable business and diversify its risk concentration as the rate environment continues to improve.

Mr. Braun continued, "Our outlook is further strengthened by several recent developments. On January 26, 2011, the Company's two wholly owned insurance company subsidiaries, Federated National Insurance Company and American Vehicle Insurance Company, merged, with the resulting combined entity now operating under the name Federated National Insurance Company. As part of the merger, the Company agreed with the Florida Office of Insurance Regulation (OIR) to, among other things, distribute our book of business throughout the entire state versus our current concentration in South Florida. Federated National is now better capitalized, which should provide increased flexibility and more favorable terms on the Company's upcoming reinsurance treaties. The newly combined Company also benefits from greater overall stability, and has a more efficiently. Additional benefits of the merger include a reduction of redundant regulatory, filing and administrative expenses. As a result of this merger and other cost reduction efforts, we have recently reduced annual operating expenses by approximately \$800,000, or approximately 7% of consolidated operating expenses.

"The Company also received approval from the OIR on February 16, 2011 for an approximate 20.2% statewide rate increase on its voluntary homeowner's insurance program, effective March 23, 2011 for new business and April 14, 2011 for renewals.

"Taking all of these factors together, we believe our overall performance in 2011 should significantly improve," Mr. Braun concluded.

The Company will hold an investor conference call at 4:30 PM (ET) today, March 24, 2011. The Company's CEO and its CFO, Peter J. Prygelski, III, will discuss the financial results and review the outlook for the Company. The Company invites interested parties to participate in the conference call. A live webcast of the call will be available online at <a href="http://www.21stcenturyholding.com">http://www.21stcenturyholding.com</a> (in the Conference Calls section). Listeners interested in participating in the Q&A session can access the conference call by dialing toll free 866-501-5542. Please call at least five minutes in advance to ensure that you are connected prior to the presentation. 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.

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# 21st CENTURY HOLDING COMPANY Consolidated Statements of Operations (Unaudited)

|  | Three Months Ended<br>Dec 31, |                | Twelve Months Ended<br>Dec 31, |                  |
|--|-------------------------------|----------------|--------------------------------|------------------|
|  | <u>2010</u>                   | -              |                                | <u>2009</u>      |
| Revenue:   |                               |                |                                |                  |
| Gross premiums written   | \$ 24,092,529                 | \$ 29,429,441  | \$ 96,409,584                  | \$104,378,812    |
| Gross premiums ceded   | (1,611,114)                   | 503,175        | (52,963,164)                   | (56,217,206)     |
| Net premiums written   | 22,481,415                    | 29,932,616     | 43,446,420                     | 48,161,606       |
| (Decrease) Increase in prepaid reinsurance premiums                      | (11,662,834)                  | (14,372,022)   | (2,107,808)                    | 10,163,202       |
| Decrease (Increase) in unearned premiums                                 | 713,362                       | (5,265,489)    | 3,721,321                      | (10,349,253)     |
| Net change in prepaid reinsurance premiums<br>and unearned premiums      | _(10,949,472)                 | (19,637,511)   | 1,613,513                      | (186,051)        |
| Net premiums earned  | 11,531,943                    | 10,295,105     | 45,059,933                     | 47,975,555       |
| Commission income  | 44,494                        | 623,564        | 1,387,607                      | 1,361,744        |
| Finance revenue  | 109,491                       | 58,018         | 395,054                        | 293,919          |
| Managing general agent fees  | 365,933                       | 403,925        | 1,608,768                      | 1,620,404        |
| Net investment income  | 855,157                       | 1,008,478      | 3,725,931                      | 3,397,105        |
| Net realized investment gains  | 1,088,139                     | 35,106         | 6,776,604                      | 1,117,445        |
| Regulatory assessments recovered   | 175,417                       | 303,169        | 857,153                        | 2,332,579        |
| Other income   | 139,141                       | 141,213        | 792,266                        | 755,255          |
| Total revenue  | 14,309,715                    | 12,868,578     | 60,603,316                     | 58,854,006       |
| Expenses:  |                               |                |                                |                  |
| Loss and loss adjustment expenses  | 12,158,564                    | 14,739,835     | 40,088,091                     | 43,705,820       |
| Operating and underwriting expenses                                      | 2,562,642                     | 2,722,654      | 10,834,050                     | 9,681,271        |
| Salaries and wages   | 2,217,208                     | 2,163,448      | 8,611,286                      | 7,929,822        |
| Policy acquisition costs, net of amortization                            | 2,617,635                     | 4,270,122      | 13,025,387                     | 13,746,782       |
| Total expenses   | 19,556,049                    | 23,896,059     | 72,558,814                     | 75,063,695       |
| Loss before provision for income tax benefit                             | (5,246,334)                   | (11,027,481)   | (11,955,498)                   | (16,209,689)     |
| Provision for income tax benefit   | (1,794,478)                   | (3,645,117)    | (3,959,724)                    | (5,921,152)      |
| Net loss   |                               | \$ (7,382,364) | , , ,                          | \$(10,288,537)   |
| Basic net loss per share   | \$ (0.43)                     | \$ (0.93)      | \$ (1.01)                      | \$ (1.29)        |
| Fully diluted net loss per share   | \$ (0.43)                     |                |                                | <u>\$ (1.29)</u> |
| Weighted average number of common shares outstanding                     | 7,946,384                     | 7,968,245      | 7,946,384                      | 8,002,365        |
| Weighted average number of common shares outstanding (assuming dilution) | 7,946,384                     | 7,968,245      | 7,946,384                      | 8,002,365        |
| Dividends paid per share   | \$                            | <u>\$0.06</u>  | \$ 0.06                        | <u>\$ 0.36</u>   |

# 21st CENTURY HOLDING COMPANY Other Selected Data (Unaudited)

# **Balance Sheet**

|   | Period Ended                   |               |  |
|---|--------------------------------|---------------|--|
|   | <u>12/31/10</u> <u>12/31/0</u> |               |  |
| Total Cash and Investments              | \$138,691,834                  | \$142,416,020 |  |
| Total Assets                            | \$184,049,393                  | \$202,889,375 |  |
| Unpaid Loss and Loss Adjustment Expense | \$66,529,156                   | \$70,610,480  |  |
| Total Liabilities                       | \$126,118,570                  | \$135,447,779 |  |
| Total Shareholders' Equity              | \$57,930,823                   | \$67,441,596  |  |
| Common Stock Outstanding                | 7,946,384                      | 7,953,384     |  |
| Book Value Per Share                    | \$7.29                         | \$8.48        |  |

## Premium Breakout

|                              | 3 Months Ended  |                 | 12 Months Ended |                  |
|------------------------------|-----------------|-----------------|-----------------|------------------|
| <u>Line of Business</u>      | <u>12/31/10</u> | <u>12/31/09</u> | <u>12/31/10</u> | <u>12/31/09</u>  |
|                              | (Dollars in t   | thousands)      | (Dollars in t   | thousands)       |
| Homeowners'                  | \$20,680        | \$25,201        | \$76,844        | \$84,705         |
| Commercial General Liability | 2,080           | 2,789           | 11,894          | 15,279           |
| Other                        | <u>1,333</u>    | 1,439           | 7,672           | 4,395            |
| Gross Written Premiums       | <u>\$24,093</u> | <u>\$29,429</u> | <u>\$96,410</u> | <u>\$104,379</u> |

## Loss Ratios

|                              | 3 Months Ended  |                 | 12 Months Ended |                 |
|------------------------------|-----------------|-----------------|-----------------|-----------------|
| <u>Line of Business</u>      | <u>12/31/10</u> | <u>12/31/09</u> | <u>12/31/10</u> | <u>12/31/09</u> |
| Homeowners'                  | 107.9%          | 121.8%          | 97.8%           | 90.7%           |
| Commercial General Liability | 113.1%          | 181.7%          | 69.1%           | 92.0%           |
| Other                        | 59.7%           | 8.1%            | 92.8%           | 1.4%            |
| All Lines                    | 105.4%          | 143.2%          | 89.0%           | 91.1%           |

The loss ratio is calculated as losses and loss adjustment expense divided by net premiums earned for each line of business in the given measured period.

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## 21<sup>st</sup> CENTURY HOLDING COMPANY ANNOUNCES FINANCIAL RESULTS RELEASE DATE

**Lauderdale Lakes, Florida, April 28, 2011** - 21st Century Holding Company (Nasdaq: TCHC) today announced that it will release its 2011 first quarter financial results at 2:00 PM (ET) on Thursday, May 12, 2011, followed by an investor conference call at 4:30 PM (ET).

The Company's CEO, Michael H. Braun, and its CFO, Peter J. Prygelski, III, will discuss the financial results and review the outlook for the Company. Messrs. Braun and Prygelski invite interested parties to participate in the conference call. A live webcast of the call will be available online at <a href="http://www.21stcenturyholding.com">http://www.21stcenturyholding.com</a> (in the Conference Calls section). Listeners interested in participating in the Q&A session can access the conference call by dialing toll free 866-501-5542. 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.

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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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## 21<sup>st</sup> CENTURY HOLDING COMPANY REPORTS FIRST QUARTER 2011 FINANCIAL RESULTS

**Lauderdale Lakes, Florida, May 12, 2011** - 21st Century Holding Company (the "Company") (Nasdaq: TCHC) today reported results for the quarter ended March 31, 2011.

For the three months ended March 31, 2011, the Company reported a net loss of \$2.0 million, or \$0.25 per share on 7.9 million average undiluted and diluted shares outstanding, compared with a net loss of \$0.9 million, or \$0.12 per share on 7.9 million average undiluted and diluted shares outstanding in the same three month period last year. For the three months ended March 31, 2010, the Company would have reported a net loss of \$2.3 million, or \$0.29 per share on 7.9 million average undiluted and diluted shares outstanding if it had not realized \$2.2 million of net realized investment gains.

Gross premiums written increased \$0.1 million, or 0.5%, to \$27.1 million for the three months ended March 31, 2011, compared with \$27.0 million for the same three month period last year. Voluntary homeowners' gross written premium increased \$1.3 million, or 6.1%, to \$22.4 million for the three months ended March 31, 2011, compared with \$21.1 million for the same three month period last year.

Unearned premiums increased \$3.0 million, or 6.3%, to \$50.1 million as of March 31, 2011, compared with \$47.1 million as of December 31, 2010.

Net premiums earned increased \$0.1 million, or 1.2%, to \$11.1 million for the three months ended March 31, 2011, compared with \$11.0 million for the same three month period last year.

Total revenue decreased \$2.7 million, or 16.8%, to \$13.1 million for the three months ended March 31, 2011, compared with \$15.8 million for the same three month period last year.

Total expenses decreased \$1.0 million, or 5.9%, to \$16.3 million for the three months ended March 31, 2011, compared with \$17.3 million for the same three month period last year.

Mr. Michael H. Braun, the Company's Chief Executive Officer and President, said "We continue to see the positive effect of the rate increases we have received over the past year. Our latest increase, granted by the Florida Office of Insurance Regulation on February 16, 2011, called for a 20% average statewide increase on our voluntary homeowners' program. This increase became effective on March 23 for new business and on April 14 for renewals. As the year progresses, we will see an increasing benefit from this rate increase.

"Additional factors which should allow for enhanced performance in 2011 include an improved property book of business as a result of our exposure management over the past few years, the continued writing of more profitable business with a focus on the long-term, and the continued realization of the operating benefits from the merger of our two insurance subsidiaries," Mr. Braun concluded.

The Company will hold an investor conference call at 4:30 PM (ET) today, May 12, 2011. The Company's CEO and its CFO, Peter J. Prygelski, III, will discuss the financial results and review the outlook for the Company. Messrs. Braun and Prygelski invite interested parties to participate in the conference call. A live webcast of the call will be available online at <a href="http://www.21stcenturyholding.com">http://www.21stcenturyholding.com</a> (in the Conference call. A live webcast of the call will be available online at <a href="http://www.21stcenturyholding.com">http://www.21stcenturyholding.com</a> (in the Conference call section). Listeners interested in participating in the Q&A session can access the conference call by dialing toll free 866-501-5542. Please call at least five minutes in advance to ensure that you are connected prior to the presentation. 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.

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# 21st CENTURY HOLDING COMPANY Consolidated Statements of Operations (Unaudited)

|   |                       | oths Ended<br>th 31, |
|---|-----------------------|----------------------|
| Revenue:  | <u>2011</u>           | <u>2010</u>          |
| Gross premiums written  | \$ 27,144,070         | \$ 27,021,273        |
| Gross premiums ceded  | (1,505,426)           | (918,078)            |
| Net premiums written  | 25,638,644            | 26,103,195           |
| Decrease in prepaid reinsurance premiums                                    | (11,520,580)          | (13,061,020)         |
| Increase in unearned premiums   | (2,974,829)           | (2,025,741)          |
| Net change in prepaid reinsurance premiums and unearned premiums            | (14,495,409)          | (15,086,761)         |
| Net premiums earned   | 11,143,235            | 11,016,434           |
| Commission income   | 296,846               | 386,217              |
| Finance revenue   | 120,402               | 72,287               |
| Managing general agent fees   | 460,535               | 494,150              |
| Net investment income   | 970,389               | 934,608              |
| Net realized investment (losses) gains                                      | (102,551)             | 2,224,905            |
| Regulatory assessments recovered  | 106,115               | 515,307              |
| Other income  | 130,712               | 136,830              |
| Total revenue   | 13,125,683            | 15,780,738           |
| Expenses:   |                       |                      |
| Loss and loss adjustment expenses   | 8,447,308             | 9,064,732            |
| Operating and underwriting expenses   | 2,712,497             | 2,716,558            |
| Salaries and wages  | 2,198,429             | 2,071,963            |
| Policy acquisition costs, net of amortization                               | 2,939,679             | 3,459,804            |
| Total expenses  | 16,297,913            | 17,313,057           |
| Loss before provision for income tax benefit                                | (3,172,230)           | (1,532,319)          |
| Provision for income tax benefit  | (1,165,558)           | (605,313)            |
| Net loss  | <u>\$ (2,006,672)</u> | <u>\$ (927,006)</u>  |
| Basic net loss per share  | \$ (0.25)             | <u>\$ (0.12)</u>     |
| Fully diluted net loss per share  | <u>\$ (0.25)</u>      | <u>\$ (0.12)</u>     |
| Weighted average number of common shares outstanding                        | 7,946,384             | 7,946,374            |
| Weighted average number of common shares outstanding<br>(assuming dilution) | 7,946,384             | 7,946,374            |
| Dividends paid per share  | <u>\$</u>             | <u>\$ 0.06</u>       |

# 21st CENTURY HOLDING COMPANY Other Selected Data (Unaudited)

## **Balance Sheet**

| Dalalice Sheet                          |               |                 |  |
|---|---------------|-----------------|--|
|   | Period Ending |                 |  |
|   | 03/31/11      | <u>12/31/10</u> |  |
| Total Cash & Investments                | \$142,427,726 | \$138,691,834   |  |
| Total Assets                            | \$181,776,669 | \$184,049,393   |  |
| Unpaid Loss and Loss Adjustment Expense | \$64,490,394  | \$66,529,156    |  |
| Total Liabilities                       | \$125,414,198 | \$126,118,570   |  |
| Total Shareholders' Equity              | \$56,362,471  | \$57,930,823    |  |
| Common Stock Outstanding                | 7,946,834     | 7,946,384       |  |
| Book Value Per Share                    | \$7.09        | \$7.29          |  |
|   |               |                 |  |

## Premium Breakout

| <u>Fleinum breakout</u>      |                        |                 |  |
|------------------------------|------------------------|-----------------|--|
|                              | 3 Months Ending        |                 |  |
| <u>Line of Business</u>      | <u>03/31/11</u>        | <u>03/31/10</u> |  |
|                              | (Dollars in thousands) |                 |  |
| Homeowners'                  | \$22,394               | \$21,098        |  |
| Commercial General Liability | 2,796                  | 3,499           |  |
| Federal Flood                | 985                    | 810             |  |
| Automobile                   | <u>969</u>             | <u>1,614</u>    |  |
|                              |                        |                 |  |
| Gross Written Premiums       | <u>\$27,144</u>        | <u>\$27,021</u> |  |
|                              |                        |                 |  |

## Loss Ratios

|                              | 3 Months Ending |                 |  |
|------------------------------|-----------------|-----------------|--|
| <u>Line of Business</u>      | <u>03/31/11</u> | <u>03/31/10</u> |  |
| Homeowners'                  | 68.39%          | 87.88%          |  |
| Commercial General Liability | 82.89%          | 63.73%          |  |
| Automobile                   | 174.58%         | 120.63%         |  |
| All Lines                    | 75.81%          | 82.28%          |  |

The loss ratio is calculated as losses and loss adjustment expense divided by net premiums earned for each line of business in the given measured period.

### FOR IMMEDIATE RELEASE CONTACT: Michael H. Braun, CEO (954) 308-1322 or Peter J. Prygelski, CFO (954) 308-1252 21<sup>st</sup> Century Holding Company

## 21<sup>st</sup> CENTURY HOLDING COMPANY ANNOUNCES 2011 ANNUAL SHAREHOLDERS MEETING DATE

**Lauderdale Lakes, Florida, July 6, 2011** - 21st Century Holding Company (Nasdaq: TCHC) today announced that it plans to hold its 2011 Annual Meeting of Shareholders at 11:00 a.m. on Tuesday, September 13, 2011 at the Company's executive offices located at 3661 West Oakland Park Boulevard, Suite 205, Lauderdale Lakes, Florida 33311. Shareholders of record as of the close of business on July 11, 2011 will be eligible to vote at the meeting. The Company will mail and provide access to its definitive proxy materials to its shareholders prior to the Annual Meeting.

#### About the Company

The Company, through its subsidiaries, underwrites homeowners' property and casualty, commercial general liability, commercial residential property, flood, personal automobile, commercial automobile, inland marine, workers' compensation and personal umbrella insurance in the state of Florida. The Company underwrites general liability coverage as an admitted carrier in the states of Alabama, Georgia, 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, Kentucky, Maryland, Missouri, Nevada, Oklahoma, South Carolina, Tennessee, and Virginia and offers 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 costs of reinsurance and the collectability or reinsurance; the success of the Company's 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 and the other states in which we do business which affect the property and casualty insurance market; assessments charged by various governmental agencies; pricing competition and other initiatives by competitors; our ability to obtain regulatory approval for requested rate changes and/or changes in our capital structure, 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 (a withdrawal or reduction of our rating(s) could limit us from writing or renewing policies and could cause the Company's insurance policies to no longer be acceptable to the secondary marketplace and mortgage lenders); 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. Additional risk factors are also set forth in the Company's Form 10-K for the fiscal year ended December 31, 2010, filed with the SEC on March 31, 2011, and in the Company's subsequent filings under the Securities Exchange Act of 1934. 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.

#### FOR IMMEDIATE RELEASE CONTACT: Michael H. Braun, CEO (954) 308-1322 or Peter J. Prygelski, CFO (954) 308-1252 21<sup>st</sup> Century Holding Company

## 21<sup>st</sup> CENTURY HOLDING COMPANY ANNOUNCES FINANCIAL RESULTS RELEASE DATE

**Lauderdale Lakes, Florida, July 28, 2011** - 21st Century Holding Company (Nasdaq: TCHC) today announced that it will release its 2011 second quarter financial results at 2:00 PM on Thursday, August 11 2011 followed by an investor conference call at 4:30 PM (ET).

The Company's CEO, Michael H. Braun, and its CFO, Peter J. Prygelski, III, will discuss the financial results and review the outlook for the Company. Messrs. Braun and Prygelski invite interested parties to participate in the conference call. A live webcast of the call will be available online at <a href="http://www.21stcenturyholding.com">http://www.21stcenturyholding.com</a> (in the Conference Calls section). Listeners interested in participating in the Q&A session can access the conference call by dialing toll free 866-501-5542. 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 homeowners' property and casualty, commercial general liability, commercial residential property, flood, personal automobile, commercial automobile, inland marine, workers' compensation and personal umbrella insurance in the state of Florida. The Company underwrites general liability coverage as an admitted carrier in the states of Alabama, Georgia, 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, Kentucky, Maryland, Missouri, Nevada, Oklahoma, South Carolina, Tennessee, and Virginia and offers 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.

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 costs of reinsurance and the collectability or reinsurance; the success of the Company's 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 and the other states in which we do business which affect the property and casualty insurance market; assessments charged by various governmental agencies; pricing competition and other initiatives by competitors; our ability to obtain regulatory approval for requested rate changes and/or changes in our capital structure, 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 (a withdrawal or reduction of our rating(s) could limit us from writing or renewing policies and could cause the Company's insurance policies to no longer be acceptable to the secondary marketplace and mortgage lenders); 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. Additional risk factors are also set forth in the Company's Form 10-K for the fiscal year ended December 31, 2010, filed with the SEC on March 31, 2011, and in the Company's subsequent filings under the Securities Exchange Act of 1934. 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.

## FOR IMMEDIATE RELEASE CONTACT: Michael H. Braun, CEO (954) 308-1322 or Peter J. Prygelski, CFO (954) 308-1252 21<sup>st</sup> Century Holding Company

## 21<sup>st</sup> CENTURY HOLDING COMPANY REPORTS SECOND QUARTER 2011 FINANCIAL RESULTS

**LAUDERDALE LAKES, Florida, August 11, 2011** - 21st Century Holding Company (Nasdaq: TCHC) (the "Company) a Florida-based provider of insurance, today reported results for the quarter ended June 30, 2011 (see attached tables).

Highlights include:

- Substantial reduction of our net operating loss
- The continued beneficial effect of prior rate increases on results of operations
- Improved underwriting results; loss ratio improves to 67.0% from 93.6% in second quarter 2010
- A significant 14% reduction in operating expenses from merger of insurance subsidiaries
- A 13.9% rate increase from the Florida Office of Insurance Regulation on homeowner assumption policies, effective on August 21<sup>st</sup>
- A 16% reduction in estimated reinsurance costs going forward from July 1, 2011 as a result of disciplined exposure management

Mr. Michael H. Braun, the Company's Chief Executive Officer and President, said "We are encouraged with our performance this quarter. Improved underwriting, our focus on exposure management, operating expense reductions from the recent merger of our two insurance subsidiaries and the rate increases we have received over the past year are having an increasingly positive effect on our results.

We have now established solid momentum on writing more profitable business while containing expenses. Recently, the Florida Office of Insurance Regulation granted us a 13.9% rate increase on the homeowners' policies we assumed from Citizens Property Insurance Corporation in 2009. This new rate increase will become effective in mid-August. In addition, we have recently put in place a new reinsurance program at a significantly lower estimated cost. These revenue and expense factors, along with prior approved rate increases, continued focus on exposure management and continued control of operating expenses will increasingly flow through our income statement as the year progresses."

## Second Quarter 2011 Financial Review

- For the three months ended June 30, 2011, the Company reported a net loss of \$0.8 million, or \$0.10 per share on 7.95 million average undiluted and diluted shares outstanding, compared with a net loss of \$2.3 million, or \$0.30 per share on 7.95 million average undiluted and diluted shares outstanding in the same three-month period last year. This improvement in the Company's net loss reflects the Company's continued discipline in underwriting and exposure management, significant operating expense reductions, and the impact of approved rate increases, and demonstrates the improvement in the Company's core operating results during the second quarter of 2011. The Company's results of operations for the second quarter of 2010, by comparison, included \$1.6 million of net realized investment gains as compared to \$0.5 million in the 2011 period.
- For the six months ended June 30, 2011, the Company reported a net loss of \$2.8 million, or \$0.35 per share on 7.95 million average undiluted and diluted shares outstanding, compared with a net loss of \$3.3 million, or \$0.42 per share on 7.95 million average undiluted and diluted shares in the same six-month period last year. As described above, the Company's results of operations for the first six months of 2011 reflected the improvement in the Company's core operating results.
- Gross premiums written increased \$0.4 million, or 1.5%, to \$28.0 million for the three months ended June 30, 2011, compared with \$27.6 million for the same three-month period last year, reflecting the Company's focus on writing and renewing a higher quality and more profitable book of business. Homeowners' gross written premium increased \$0.4 million, or 1.6%, to \$22.6 million for the three months ended June 30, 2011, compared with \$22.2 million for the same three-month period last year.
- Gross premiums written increased \$0.5 million, or 1.0%, to \$55.1 million for the six months ended

June 30, 2011, compared with \$54.6 million for the same six-month period last year. Homeowners' gross written premium increased \$1.7 million, or 3.7%, to \$45.0 million for the six months ended June 30, 2011, compared with \$43.3 million for the same six-month period last year.

- Unearned premiums increased \$6.7 million, or 14.2%, to \$53.8 million as of June 30, 2011, compared with \$47.1 million as of December 31, 2010.
- Net premiums earned increased \$0.8 million, or 7.1%, to \$11.7 million for the three months ended June 30, 2011, compared with \$10.9 million for the same three-month period last year. Net premiums earned increased \$0.9 million, or 4.1%, to \$22.8 million for the six months ended June 30, 2011, compared with \$21.9 million for the same six-month period last year. These increases reflect the impact of the Company's disciplined approach to exposure management and the continued flow through of rate increases over the past year.
- Total revenues decreased \$0.8 million, or 5.7%, to \$14.2 million for the three months ended June 30, 2011, compared with \$15.0 million for the same three-month period last year. Total revenues decreased \$3.5 million, or 11.4%, to \$27.3 million for the six months ended June 30, 2011, as compared with \$30.8 million for the same six-month period last year. The changes in the Company's revenues for the three and six-month periods included a reduction in realized gains of \$1.2 million for the three-month period and \$3.5 million for the six-month period. The decrease in realized gains was offset by the significant improvements in our operating expenses along with the Company's emphasis on underwriting more profitable business; thereby increasing our net earned premium for the period.

## **Conference Call Information**

The Company will hold an investor conference call at 4:30 PM (ET) today, August 11, 2011. The Company's CEO and its CFO, Peter J. Prygelski, III, will discuss the financial results and review the outlook for the Company. Messrs. Braun and Prygelski invite interested parties to participate in the conference call.

Listeners interested in participating in the Q&A session may dial-in with the number below: (866) 501-5542

A live webcast of the call will be available online via the "Conference Calls" section of the Company's website at www.21stcenturyholding.com or interested parties can click on the following link:

#### http://www.21stcenturyholding.com/confindex.cfm

Please call at least five minutes in advance to ensure that you are connected prior to the presentation. 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

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## Forward-Looking Statements /Safe Harbor Statements

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 costs collectability of reinsurance; the success of the Company's 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 and the other states in which we do business which affect the property and casualty insurance market; assessments charged by various governmental agencies; pricing competition and other initiatives by competitors; our ability to obtain regulatory approval for requested rate changes and/or changes in our capital structure, 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 (a withdrawal or reduction of our rating(s) could limit us from writing or renewing policies and could cause the Company's insurance policies to no longer be acceptable to the secondary marketplace and mortgage lenders); 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. Additional risk factors are also set forth in the Company's Form 10-K for the fiscal year ended December 31, 2010, filed with the SEC on March 31, 2011, and in the Company's subsequent filings under the Securities Exchange Act of 1934. 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 forwardlooking statement, whether as a result of new information, additional or subsequent developments or otherwise.

# 21st CENTURY HOLDING COMPANY Consolidated Statements of Operations (Unaudited)

|   | Three Months Ended June 30, |                       | Six Months Ended June 30, |                       |
|---|-----------------------------|-----------------------|---------------------------|-----------------------|
| Revenue:  | <u>2011</u>                 | 2010                  | <u>2011</u>               | 2010                  |
| Gross premiums written  | \$ 28,001,864               | \$ 27,597,438         | \$ 55,145,934             | \$ 54,618,711         |
| Gross premiums ceded  | (13,509,517)                | (20,907,193)          | (15,014,943)              | (21,825,271)          |
| Net premiums written  | 14,492,347                  | 6,690,245             | 40,130,991                | 32,793,440            |
| Increase (decrease) in prepaid reinsurance premiums                         | 886,224                     | 6,421,547             | (10,634,356)              | (6,639,473)           |
| Increase in unearned premiums   | (3,718,107)                 | (2,220,965)           | (6,692,936)               | (4,246,706)           |
| Net change in prepaid reinsurance premiums and unearned premiums            | (2,831,883)                 | 4,200,582             | (17,327,292)              | (10,886,179)          |
| Net premiums earned   | 11,660,464                  | 10,890,827            | 22,803,699                | 21,907,261            |
| Commission income   | 308,544                     | 557,896               | 605,390                   | 944,113               |
| Finance revenue   | 115,686                     | 103,479               | 236,088                   | 175,766               |
| Managing general agent fees   | 452,446                     | 438,925               | 912,981                   | 933,075               |
| Net investment income   | 1,052,599                   | 1,010,730             | 2,022,988                 | 1,945,338             |
| Net realized investment gains   | 441,979                     | 1,599,259             | 339,428                   | 3,824,164             |
| Regulatory assessments recovered  | 2,711                       | 51,315                | 108,826                   | 566,622               |
| Other income  | 140,019                     | 381,373               | 270,731                   | 518,203               |
| Total revenue   | 14,174,448                  | 15,033,804            | 27,300,131                | 30,814,542            |
| Expenses:   |                             |                       |                           |                       |
| Loss and loss adjustment expenses   | 7,817,537                   | 10,195,828            | 16,264,845                | 19,260,560            |
| Operating and underwriting expenses   | 2,544,083                   | 3,012,768             | 5,256,580                 | 5,729,326             |
| Salaries and wages  | 1,890,669                   | 2,175,922             | 4,089,098                 | 4,247,885             |
| Policy acquisition costs, net of amortization                               | 3,038,519                   | 3,035,019             | 5,978,270                 | 6,494,823             |
| Total expenses  | 15,290,880                  | 18,419,537            | 31,588,793                | 35,732,594            |
| Loss before provision for income tax benefit                                | (1,116,432)                 | (3,385,733)           | (4,288,662)               | (4,918,052)           |
| Provision for income tax benefit  | (311,556)                   | (1,036,995)           | (1,477,114)               | (1,642,308)           |
| Net loss  | <u>\$ (804,876)</u>         | <u>\$ (2,348,738)</u> | <u>\$ (2,811,548)</u>     | <u>\$ (3,275,744)</u> |
| Basic net loss per share  | <u>\$ (0.10)</u>            | <u>\$ (0.30)</u>      | <u>\$ (0.35)</u>          | <u>\$ (0.42)</u>      |
| Fully diluted net loss per share  | <u>\$ (0.10)</u>            | <u>\$ (0.30)</u>      | <u>\$ (0.35)</u>          | <u>\$ (0.42)</u>      |
| Weighted average number of common shares outstanding                        | 7,946,384                   | 7,946,384             | 7,946,384                 | 7,946,384             |
| Weighted average number of common shares outstanding<br>(assuming dilution) | 7,946,384                   | 7,946,384             | 7,946,384                 | 7,946,384             |
| Dividends paid per share  | <u>\$ 0.00</u>              | \$ 0.00               | \$ 0.00                   | <u>\$ 0.06</u>        |

## 21st CENTURY HOLDING COMPANY Other Selected Data (Unaudited)

## Balance Sheet

|   | Period Ending   |                 |  |
|---|-----------------|-----------------|--|
|   | <u>06/30/11</u> | <u>12/31/10</u> |  |
| Total Cash & Investments                | \$151,710,615   | \$138,691,834   |  |
| Total Assets                            | \$189,184,553   | \$184,049,393   |  |
| Unpaid Loss and Loss Adjustment Expense | \$64,730,965    | \$66,529,156    |  |
| Total Liabilities                       | \$133,159,275   | \$126,118,570   |  |
| Total Shareholders' Equity              | \$56,025,278    | \$57,930,823    |  |
| Common Stock Outstanding                | 7,946,384       | 7,946,384       |  |
| Book Value Per Share                    | \$7.05          | \$7.29          |  |

## Premium Breakout

| <u>r reinium breakout</u>    |                 |              |   |                 |
|------------------------------|-----------------|--------------|---|-----------------|
|                              | 3 Months Ending |              | 6 Months Ending                               |                 |
| <u>Line of Business</u>      | <u>06/30/11</u> | 06/30/10     | 06/30/11                                      | 06/30/10        |
|                              | (Dollars in     | thousands)   | (Dollars in                                   | thousands)      |
| Homeowners'                  | \$22,568        | \$22,205     | \$44,962                                      | \$43,304        |
| Commercial General Liability | 2,819           | 3,240        | 5,615   | 6,739           |
| Federal Flood                | 1,274           | 1,052        | 2,259   | 1,862           |
| Automobile                   | <u>1,341</u>    | <u>1,100</u> | <u>2,310</u>                                  | 2,714           |
| Gross Written Premiums       | <u>\$28,002</u> | \$27,597     | <u>\$55,146</u>                               | <u>\$54,619</u> |
|                              | <u> </u>        | <u> </u>     | <u>, , , , , , , , , , , , , , , , , , , </u> |                 |

## Loss Ratios

|                              | 3 Months Ending |                 | 6 Months Ending |                 |
|------------------------------|-----------------|-----------------|-----------------|-----------------|
| <u>Line of Business</u>      | <u>06/30/11</u> | <u>06/30/10</u> | <u>06/30/11</u> | <u>06/30/10</u> |
| Homeowners'                  | 61.01%          | 103.34%         | 64.64%          | 96.72%          |
| Commercial General Liability | 71.40%          | 58.32%          | 78.10%          | 64.05%          |
| Automobile                   | 139.00%         | 235.77%         | 147.04%         | 159.03%         |
| All Lines                    | 67.04%          | 93.62%          | 71.33%          | 87.92%          |

The loss ratio is calculated as losses and loss adjustment expense divided by net premiums earned for each line of business in the given measured period.

#### FOR IMMEDIATE RELEASE CONTACT: Michael H. Braun, CEO (954) 308-1322 or Peter J. Prygelski, CFO (954) 308-1252 21<sup>st</sup> Century Holding Company

## 21<sup>st</sup> CENTURY HOLDING COMPANY ANNOUNCES FINANCIAL RESULTS RELEASE DATE

**Lauderdale Lakes, Florida, October 27, 2011** - 21st Century Holding Company (Nasdaq: TCHC) today announced that it will release its 2011 third quarter financial results at 2:00 PM on Thursday, November 10, 2011 followed by an investor conference call at 4:30 PM (ET).

The Company's CEO, Michael H. Braun, and its CFO, Peter J. Prygelski, III, will discuss the financial results and review the outlook for the Company. Messrs. Braun and Prygelski invite interested parties to participate in the conference call. A live webcast of the call will be available online at <u>http://www.21stcenturyholding.com</u> (in the Conference Calls section). Listeners interested in participating in the Q&A session can access the conference call by dialing toll free 866-501-5542. 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 homeowners' property and casualty, commercial general liability, commercial residential property, flood, personal automobile, commercial automobile, inland marine, workers' compensation and personal umbrella insurance in the state of Florida. The Company is also licensed as an admitted carrier in the states of Alabama, Georgia, Louisiana and Texas to offer coverage for more than 300 classes of commercial general liability business, including special events. The Company is approved to operate as a surplus lines/non-admitted carrier in the states of Arkansas, Kentucky, Maryland, Missouri, Nevada, Oklahoma, South Carolina, Tennessee, and Virginia and offers 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.

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 costs of reinsurance and the collectability or reinsurance; the success of the Company's 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 and the other states in which we do business which affect the property and casualty insurance market; assessments charged by various governmental agencies; pricing competition and other initiatives by competitors; our ability to obtain regulatory approval for requested rate changes and/or changes in our capital structure, 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 (a withdrawal or reduction of our rating(s) could limit us from writing or renewing policies and could cause the Company's insurance policies to no longer be acceptable to the secondary marketplace and mortgage lenders); 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. Additional risk factors are also set forth in the Company's Form 10-K for the fiscal year ended December 31, 2010, filed with the SEC on March 31, 2011, and in the Company's subsequent filings under the Securities Exchange Act of 1934. 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. #####

## FOR IMMEDIATE RELEASE CONTACT: Michael H. Braun, CEO (954) 308-1322 or Peter J. Prygelski, CFO (954) 308-1252 21<sup>st</sup> Century Holding Company

## 21<sup>st</sup> CENTURY HOLDING COMPANY REPORTS THIRD QUARTER 2011 FINANCIAL RESULTS

**LAUDERDALE LAKES, Florida, November 10, 2011** - 21st Century Holding Company (Nasdaq: TCHC) (the "Company") a Florida-based provider of insurance, today reported results for the quarter ended September 30, 2011 (see attached tables).

Highlights include:

- Third quarter net income of \$427,627, or \$0.05 per share
- Improved underwriting results; loss ratio improves to 60.90% from 74.59% in third quarter of 2010
- Accelerating flow-through of prior rate increases to premiums
- 9% reduction of operating and payroll expense for the first nine months of 2011 versus the same period of 2010

Mr. Michael H. Braun, the Company's Chief Executive Officer and President, said "Our results this quarter reflect the initiatives undertaken during the past two years to improve our underwriting results and return to profitability. Our process has centered on creating a book of business that produces favorable underwriting results that can be sustained over the long term. Through disciplined underwriting which includes an enhanced analytical approach to underwriting all new business, reevaluating our existing policies and managing the geographic diversity of our policies, we have developed a book of business that we expect should produce a sustainable underwriting profit. In addition, while working to improve revenue results we have also made a concerted effort to control operating expenses. While focused on these key strategic initiatives, we took a more conservative approach to our risk retention.

"We are encouraged by the momentum that we have established in our business and the improvement in our operating results. The combination of our improved underwriting and reduced operating expenses positions us well for 2012. The rate increases we have received over the past year will have an increasingly positive effect on our premiums going forward as we continue to write new business and renew our existing policies at the higher rates."

## Third Quarter 2011 Financial Review

- For the three months ended September 30, 2011, the Company reported net income of \$0.4 million, or \$0.05 per share on 7.95 million average undiluted and diluted shares outstanding, compared with a net loss of \$1.3 million, or \$0.16 per share on 7.95 million average undiluted and diluted shares outstanding in the same three-month period last year.
- For the nine months ended September 30, 2011, the Company reported a net loss of \$2.4 million, or \$0.30 per share on 7.95 million average undiluted and diluted shares outstanding, compared with a net loss of \$4.5 million, or \$0.57 per share on 7.95 million average undiluted and diluted shares in the same nine-month period last year.
- Gross premiums written remained unchanged at \$17.7 million for the three months ended September 30, 2011, compared with \$17.7 million for the same three-month period last year. Homeowners' gross written premium increased \$0.7 million, or 5.4%, to \$13.6 million for the three months ended September 30, 2011, compared with \$12.9 million for the same three-month period last year.
- Gross premiums written increased \$0.5 million, or 0.7%, to \$72.8 million for the nine months ended September 30, 2011, compared with \$72.3 million for the same nine-month period last year. Homeowners' gross written premium increased \$2.3 million, or 4.2%, to \$58.5 million for the nine months ended September 30, 2011, compared with \$56.2 million for the same nine-month period last year.
- Unearned premiums decreased \$0.2 million, or 0.4 %, to \$46.9 million as of September 30, 2011,

compared with \$47.1 million as of December 31, 2010.

- Net premiums earned increased \$1.3 million, or 10.9%, to \$12.9 million for the three months ended September 30, 2011, compared with \$11.6 million for the same three-month period last year. Net premiums earned increased \$2.2 million, or 6.5%, to \$35.7 million for the nine months ended September 30, 2011, compared with \$33.5 million for the same nine-month period last year.
- Total revenues increased \$0.7 million, or 4.6%, to \$16.2 million for the three months ended September 30, 2011, compared with \$15.5 million for the same three-month period last year. Total revenues decreased \$2.8 million, or 6.0%, to \$43.5 million for the nine months ended September 30, 2011, as compared with \$46.3 million for the same nine-month period last year.

## **Conference Call Information**

The Company will hold an investor conference call at 4:30 PM (ET) today, November 10, 2011. The Company's CEO and its CFO, Peter J. Prygelski, III, will discuss the financial results and review the outlook for the Company. Messrs. Braun and Prygelski invite interested parties to participate in the conference call.

Listeners interested in participating in the Q&A session may dial-in with the number below: (866) 501-5542

A live webcast of the call will be available online via the "Conference Calls" section of the Company's website at www.21stcenturyholding.com or interested parties can click on the following link:

## http://www.21stcenturyholding.com/confindex.cfm

Please call at least five minutes in advance to ensure that you are connected prior to the presentation. 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

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## Forward-Looking Statements /Safe Harbor Statements

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 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," "should," "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 costs of reinsurance and the collectability of reinsurance; the success of the Company's 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 legislation and regulations adopted in Florida and the other states in which we do business which affect the property and casualty insurance market; assessments charged by various governmental agencies; pricing competition and other initiatives by competitors; our ability to obtain regulatory approval for requested rate changes and/or changes in our capital structure, and the timing thereof; the outcome of litigation pending against us or which is commenced against the Company after the date hereof, including the terms of any settlements; 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 (a withdrawal or reduction of our rating(s) could limit us from writing or renewing policies and could cause the Company's insurance policies to no longer be acceptable to the secondary marketplace and mortgage lenders); 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. Additional risk factors are also set forth in the Company's Form 10-K for the fiscal year ended December 31, 2010, filed with the SEC on March 31, 2011, and in the Company's subsequent filings under the Securities Exchange Act of 1934. 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.

# 21st CENTURY HOLDING COMPANY Consolidated Statements of Operations (Unaudited)

|  | Three Months Ended<br>September 30, |                       | Nine Months Ended<br>September 30, |                       |
|--|-------------------------------------|-----------------------|------------------------------------|-----------------------|
| Revenue:   | <u>2011</u>                         | <u>2010</u>           | <u>2011</u>                        | <u>2010</u>           |
| Gross premiums written   | \$ 17,654,192                       | \$ 17,698,344         | \$ 72,800,126                      | \$ 72,317,055         |
| Gross premiums ceded   | (29,656,985)                        | (29,526,779)          | (44,671,928)                       | (51,352,050)          |
| Net premiums written   | (12,002,793)                        | (11,828,435)          | 28,128,198                         | 20,965,005            |
| Increase in prepaid reinsurance premiums                                 | 18,000,991                          | 16,194,499            | 7,366,635                          | 9,555,026             |
| Decrease in unearned premiums  | 6,893,940                           | 7,254,665             | 201,004                            | 3,007,959             |
| Net change in prepaid reinsurance premiums and unearned premiums         | 24,894,931                          | 23,449,164            | 7,567,639                          | 12,562,985            |
| Net premiums earned  | 12,892,138                          | 11,620,729            | 35,695,837                         | 33,527,990            |
| Commission income  | 253,868                             | 399,000               | 859,258                            | 1,343,113             |
| Finance revenue  | 174,600                             | 109,797               | 410,688                            | 285,563               |
| Managing general agent fees  | 288,340                             | 309,760               | 1,201,321                          | 1,242,835             |
| Net investment income  | 1,030,760                           | 925,436               | 3,053,748                          | 2,870,774             |
| Net realized investment gains  | 712,658                             | 1,864,301             | 1,052,086                          | 5,688,465             |
| Regulatory assessments recovered   |                                     | 115,114               | 108,826                            | 681,736               |
| Other income   | 841,845                             | 134,922               | 1,112,576                          | 653,125               |
| Total revenue  | 16,194,209                          | 15,479,059            | 43,494,340                         | 46,293,601            |
| Expenses:  |                                     |                       |                                    |                       |
| Loss and loss adjustment expenses  | 7,851,292                           | 8,668,967             | 24,116,137                         | 27,929,527            |
| Operating and underwriting expenses                                      | 2,272,198                           | 2,542,082             | 7,528,778                          | 8,271,408             |
| Salaries and wages   | 1,973,348                           | 2,146,193             | 6,062,446                          | 6,394,078             |
| Policy acquisition costs, net of amortization                            | 3,555,940                           | 3,912,929             | 9,534,210                          | 10,407,752            |
| Total expenses   | 15,652,778                          | 17,270,171            | 47,241,571                         | 53,002,765            |
| Income (loss) before provision for income tax expense (benefit)          | 541,431                             | (1,791,112)           | (3,747,231)                        | (6,709,164)           |
| Provision for income tax expense (benefit)                               | 113,804                             | (522,938)             | (1,363,310)                        | (2,165,246)           |
| Net income (loss)  | <u>\$ 427,627</u>                   | <u>\$ (1,268,174)</u> | <u>\$ (2,383,921)</u>              | <u>\$ (4,543,918)</u> |
| Basic net income (loss) income per share                                 | <u>\$ 0.05</u>                      | <u>\$ (0.16)</u>      | <u>\$ (0.30)</u>                   | <u>\$ (0.57)</u>      |
| Fully diluted net income (loss) income per share                         | <u>\$ 0.05</u>                      | <u>\$ (0.16)</u>      | <u>\$ (0.30)</u>                   | <u>\$ (0.57)</u>      |
| Weighted average number of common shares outstanding                     | 7,946,384                           | 7,946,384             | 7,946,384                          | 7,946,384             |
| Weighted average number of common shares outstanding (assuming dilution) | 7,946,384                           | 7,946,384             | 7,946,384                          | 7,946,384             |
| Dividends paid per share   | <u>\$ 0.00</u>                      | <u>\$ 0.00</u>        | <u>\$ 0.00</u>                     | <u>\$ 0.06</u>        |

## 21st CENTURY HOLDING COMPANY Other Selected Data (Unaudited)

## **Balance Sheet**

|   | Period Ending   |                 |  |
|---|-----------------|-----------------|--|
|   | <u>09/30/11</u> | <u>12/31/10</u> |  |
| Total Cash and Investments              | \$143,733,477   | \$138,691,834   |  |
| Total Assets                            | \$178,758,267   | \$184,049,393   |  |
| Unpaid Loss and Loss Adjustment Expense | \$62,158,716    | \$66,529,156    |  |
| Total Liabilities                       | \$123,082,228   | \$126,118,570   |  |
| Total Shareholders' Equity              | \$55,676,039    | \$57,930,823    |  |
| Common Stock Outstanding                | 7,946,384       | 7,946,384       |  |
| Book Value Per Share                    | \$7.01          | \$7.29          |  |
|   |                 |                 |  |
| <u>Premium Breakout</u>                 |                 |                 |  |

|                              | 3 Months Ending        |                 | 9 Months Ending        |                 |
|------------------------------|------------------------|-----------------|------------------------|-----------------|
| <u>Line of Business</u>      | <u>09/30/11</u>        | <u>09/30/10</u> | <u>09/30/11</u>        | <u>09/30/10</u> |
|                              | (Dollars in thousands) |                 | (Dollars in thousands) |                 |
| Homeowners'                  | \$13,555               | \$12,860        | \$58,517               | \$56,164        |
| Commercial General Liability | 2,352                  | 3,075           | 7,967                  | 9,814           |
| Federal Flood                | 1,260                  | 1,239           | 3,519                  | 3,101           |
| Automobile                   | <u>487</u>             | <u>524</u>      | <u>2,797</u>           | <u>3,238</u>    |
|                              |                        |                 |                        |                 |
| Gross Written Premiums       | <u>\$17,654</u>        | <u>\$17,698</u> | <u>\$72,800</u>        | <u>\$72,317</u> |

## Loss Ratios

|                              | 3 Months Ending |                 | 9 Months Ending |                 |
|------------------------------|-----------------|-----------------|-----------------|-----------------|
| <u>Line of Business</u>      | 09/30/11        | <u>09/30/10</u> | <u>09/30/11</u> | <u>09/30/10</u> |
| Homeowners'                  | 50.38%          | 83.74%          | 63.36%          | 89.55%          |
| Commercial General Liability | 71.60%          | 44.16%          | 76.00%          | 55.93%          |
| Automobile                   | 207.41%         | 136.52%         | 96.01%          | 192.81%         |
| All Lines                    | 60.90%          | 74.59%          | 67.56%          | 83.30%          |

The loss ratio is calculated as losses and loss adjustment expense divided by net premiums earned for each line of business in the given measured period.