



EGI FINANCIAL HOLDINGS INC. COMPLETES RIGHTS OFFERING

TORONTO, August 1, 2008 - EGI Financial Holdings Inc. (TSX: EFH) today announced that it has successfully completed its previously announced rights offering. Under the rights offering, EGI Financial raised gross proceeds of \$20,894,022 through the issue of 1,943,630 common shares at a price of \$10.75 per share. After giving effect to the rights offering, EGI Financial has an aggregate of 11,667,782 common shares outstanding. EGI Financial intends to use the proceeds for general corporate purposes, which may include the financing of internal organic growth and paying, in whole or in part, for acquisitions.

About EGI Financial

Founded in 1997, EGI Financial operates in the property and casualty insurance industry in Canada and the United States, primarily focusing on non-standard automobile insurance and other niche and specialty general insurance products. EGI Financial's common shares are traded on the Toronto Stock Exchange under the symbol EFH.

Forward-looking Information

This news release contains forward-looking information based on current expectations. This information includes, but is not limited to, statements about the operations, business, financial condition, priorities, targets, ongoing objectives, strategies and outlook of EGI Financial for 2008 and subsequent periods.

This information is based upon certain material factors or assumptions that were applied in drawing a conclusion or making a projection as reflected in the forward-looking information. By its nature, this information is subject to inherent risks and uncertainties that may be general or specific. A variety of material factors, many of which are beyond EGI Financial's control, affect the operation, performance and results of EGI Financial and its business including the commencement and completion of the Offering, and could cause actual results to differ materially from the expectations expressed in any of this forward-looking information.

EGI Financial does not undertake to update any forward-looking information. Additional information about the risks and uncertainties about EGI Financial's business is provided in its disclosure materials, including its annual information form, filed with the securities regulatory authorities in Canada, available at www.sedar.com.

For further information:

Douglas E. McIntyre
Chief Executive Officer
EGI Financial Holdings Inc.
Telephone: 905-214-7960