



EGI FINANCIAL HOLDINGS INC. ANNOUNCES NORMAL COURSE ISSUER BID

TORONTO, December 19, 2008 - EGI Financial Holdings Inc. (TSX: EFH) announced today acceptance by the Toronto Stock Exchange (“TSX”) of EGI’s notice of intention to make a normal course issuer bid. Pursuant to the bid, EGI proposes to purchase through the facilities of the TSX, from time to time over the next 12 months, if considered advisable, up to an aggregate of 629,030 common shares of EGI, representing approximately 10% of its public float, being 6,290,307 common shares as of December 17, 2008. As of December 17, 2008, EGI had 11,667,282 issued and outstanding common shares. Purchases may commence through the TSX on December 23, 2008 and will conclude on the earlier of the date on which purchases under the bid have been completed and December 22, 2009. Other than block purchase exceptions, daily purchases will be limited to 2,313 common shares from December 23, 2008 to March 31, 2009, and limited to 1,156 common shares from April 1, 2009 to December 22, 2009.

The Board of Directors of EGI believes that the proposed purchases are in the best interests of EGI and are a desirable use of corporate funds. All common shares purchased by EGI pursuant to the bid will be cancelled. The program does not require EGI to repurchase a minimum number of shares, and it may be modified, suspended or terminated at any time without prior notice. EGI has entered into an automatic share repurchase plan with its designated broker in connection with the bid.

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 operations, performance and results of EGI Financial and its business, 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:

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