



**Conifer
Holdings
Inc.**

News Release

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Conifer Receives Endorsement from the Indiana Licensed Beverage Association

Birmingham, MI, December 5, 2016 –**Conifer Holdings, Inc. (Nasdaq: CNFR)** today announced that its insurance carrier subsidiary “Conifer Insurance Company” has received the endorsement of the Indiana Licensed Beverage Association (ILBA) for its members’ commercial insurance needs.

Conifer Director and Executive Vice President Nicholas J. Petcoff stated, “In keeping with our corporate focus as a leading underwriter and service company for the hospitality industry, we are honored to receive this endorsement from the Indiana Licensed Beverage Association. We look forward to servicing the association’s members.”

Conifer’s commercial insurance products encompass all major lines of business including general liability, property, liquor liability, equipment breakdown, and umbrella.

“Conifer is dedicated to addressing the insurance needs of neighborhood bars and restaurants,” commented Mike Repay, ILBA President and owner of the Flat Rock Tap in Hammond, Indiana. “Additionally, Conifer is very experienced in operating successful association insurance programs, and we are pleased to have their company as our trade group’s insurance partner.”

Conifer Insurance Company’s other association endorsements include the Associated Food & Petroleum Dealers, the Michigan Licensed Beverage Association, and the Bowling Centers Association of Michigan.

The ILBA is managed by Capitol Assets, LLC of Indianapolis, which can be reached at (317) 638-5663 for further information.

About the Company

Conifer Holdings, Inc. is a Michigan-based insurance holding company formed in 2009. Through its subsidiaries, Conifer offers insurance coverage in both specialty commercial and specialty personal product lines marketing through independent agents in all 50 states. The Company completed its initial public offering in August 2015 and is traded on the Nasdaq Global Market [Nasdaq: CNFR]. Additional information is available on the Company’s website at www.CNFRH.com.