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KINGSWAY FINANCIAL SERVICES INC Form 4 September 10, 2013

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION							OMB APPROVAL				
	UNITED	STATES S		ITIES Al hington,			IGE (COMMISSION	OMB Number:	3235-0287	
Check this if no long	or			~~~~		~ • • •			Expires:	January 31, 2005	
subject to Section 10 Form 4 or	subject to Section 16. SECURITIES Form 4 or							Estimated average burden hours per response			
obligation may conti <i>See</i> Instru 1(b).											
(Print or Type R	(esponses)										
TT' 1 TT7'11' A . T				2. Issuer Name and Ticker or Trading Symbol				5. Relationship of Reporting Person(s) to Issuer			
				SWAY FINANCIAL ICES INC [KFS]				(Check all applicable)			
(Mon			b. Date of Earliest Transaction Month/Day/Year)					Director 10% Owner X Officer (give title Other (specify below) below)			
150 PIERCE RD 09/			09/06/2013					Executive VP, COO and CFO			
					endment, Date Original nth/Day/Year)			 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person 			
ITASCA, IL	60143								Iore than One Re		
(City)	(State) (Zip)	Table	I - Non-D	erivative S	ecurit	ies Acc	uired, Disposed of	f, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemo Execution any (Month/Da	Date, if	Code (Instr. 8)	on(A) or Dis (D) (Instr. 3, 4	sposed 4 and 5 (A) or	of 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common Stock	09/06/2013			Code V X	Amount 25,500	(D) A	Price \$ 4 (1)	25,500	D		

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactic Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount Underlying Securiti (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amou or Numt of Sha
Series A Warrant	\$ 4.5	09/06/2013		Х	25,500	09/16/2016	09/15/2020	Common Stock	25,5
Series B Warrant	\$ 5	09/06/2013		Х	25,500	09/16/2016	09/15/2023	Common Stock	25,5
Subscription Right (Right to Buy)	\$ 1	09/06/2013		Р	17,000	08/09/2013	09/06/2013	Common Stock, Series A Warrant, Series B Warrant	12,7 (2)

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Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Hickey William August Jr 150 PIERCE RD ITASCA, IL 60143			Executive VP, COO and CFO				
Signatures							
William August Hickey, Jr.	09/10/2	.013					

**Signature of Reporting Date Person

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) These acquisitions were made by participating in the issuer's rights offering, whereby a Unit was issued at a price of \$4.00 per Unit. Each Unit comprises of one common stock, one Series A Warrant, and one Series B Warrant.
- (2) Represents 4,250 common stock, 4,250 Series A Warrants, and 4,250 Series B Warrants.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.