

ASSURANCEAMERICA CORP

Form 8-K

August 22, 2005

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
FORM 8-K**

**Current Report**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): **August 15, 2005**

**ASSURANCEAMERICA CORPORATION**

(Exact Name of Registrant as Specified in Its Charter)

**Nevada**

**0-06334**

**87-0281240**

(State or other jurisdiction  
of incorporation)

(Commission File Number)

(IRS Employer Identification  
Number)

**RiverEdge One, Suite 600  
5500 Interstate North Parkway  
Atlanta, Georgia**

**30328**

(Address of principal executive offices)

(Zip Code)

**(770) 933-8911**

(Registrant's telephone number, including area code)

**N/A**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to

- Rule 14d-2(b)  
under the Exchange  
Act (17 CFR  
240.14d-2(b))
  - o Pre-commencement  
communications  
pursuant to  
Rule 13e-4(c)  
under the Exchange  
Act (17 CFR  
240.13e-4(c))
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**Item 2.02 Press Release**

ASSURANCEAMERICA CORPORATION announced its financial results for the second quarter and six months ended June 30, 2005. A copy of the press release is attached as Exhibit 99.1 to this Current Report on Form 8-K.

**Item 8.01 Other Events**

(a) ASSURANCEAMERICA CORPORATION announced its subsidiary, AssuranceAmerica Insurance Company, has received approval from the Texas Department of Insurance to commence insurance operations in that state. A copy of the press release is attached as Exhibit 99.2 to this Current Report on Form 8-K.

(b) ASSURANCEAMERICA CORPORATION announced it has hired Mark H. Hain as its Senior Vice President, General Counsel, and Secretary. A copy of the press release is attached as Exhibit 99.3 to this Current Report on Form 8-K.

(c) On August 16, 2005, the Company sent a letter to shareholders and others describing certain results of the business for the month of June and the six months ending June 30, 2005. A copy of the letter is attached as Exhibit 99.4 to this Current Report on Form 8-K.

**Item 9.01 Financial Statements and Exhibits**

Exhibit No.	Description
99.1	Press Release dated August 15, 2005, issued by Registrant
99.2	Press Release dated August 18, 2005, issued by Registrant
99.3	Press Release dated August 18, 2005, issued by Registrant
99.4	Letter to Shareholders dated August 16, 2005, issued by Registrant

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

August 18, 2005

ASSURANCEAMERICA CORPORATION

By: /s/ Renée Pinczes  
Renée Pinczes, Senior Vice President  
and Chief Financial Officer