

UNITED INSURANCE HOLDINGS CORP.

REGULATION FD DISCLOSURE POLICY

POLICY STATEMENT

United Insurance Holdings Corp. (UPC Insurance, the Company, we, our) is committed to fair disclosure of information about United without advantage to any particular analyst or investor, consistent with the Securities and Exchange Commission's Fair Disclosure Regulation (Regulation FD). United complies with all periodic reporting and disclosure requirements of the Securities and Exchange Commission, including Regulation FD. Our practice has been, and will continue to be, to disclose material information about UPC Insurance publicly, not selectively.

This policy (i) prohibits the selective disclosure of material, nonpublic information about UPC Insurance, (ii) sets forth procedures that will prevent such disclosure, and (iii) provides for the broad, public distribution of material information regarding UPC Insurance.

PHILOSOPHY

We believe it is in our best interests to maintain an active and open dialogue with shareholders and potential investors regarding United's historical performance and future prospects. We can best create shareholder value by publicly articulating our strategies, business strengths, and growth opportunities through an active dialogue. We are committed to providing current and potential shareholders access to key information reasonably required to make an informed decision on whether to invest in our stock.

AUTHORIZED COMMUNICATIONS

Only the Chief Executive Officer (CEO), Chief Financial Officer (CFO), Chief Legal Officer (CLO) or Director of Financial Reporting (each an Authorized Person) may communicate on behalf of UPC Insurance to analysts, securities market professionals, institutional investors, and major shareholders of UPC Insurance (what we call Regulation FD Persons).

Other employees of UPC Insurance may communicate with Regulation FD Persons only at the specific direction of an authorized person as part of our investor relations program. In such instances, an Authorized Person must also be present unless otherwise directed by an Authorized Person.

Unless specifically directed by an Authorized Person, employees must refer all questions from Regulation FD Persons regarding company business to the Chief Financial Officer,

or in his or her absence to another Authorized Person. Employees are not authorized to communicate material, non-public information about the Company to any Regulation FD Person. If any Authorized Person or other employee makes an unauthorized disclosure of material, non-public information, then that person should immediately notify the Chief Financial Officer. We can cure certain unintentional disclosures by distributing the unintentionally-disclosed information within 24 hours of the event.

Only Senior Management (defined as the CEO and his or her direct reports) may make appropriate announcements to and conduct interviews with the media about our business, our products and any significant developments. Regulation FD exempts media interviews from its requirements, except when disclosing financial projections.

PUBLIC DISCLOSURE

We will disclose material information in a way that ensures full disclosure to the public, using methods that may include the following: issuing a press release, filing or furnishing the information with the SEC using a Form 8-K or other appropriate document, or hosting a webcast or conference call that is available to the public. We may utilize any combination of the above methods or other methods to ensure full public disclosure.

We will conduct a quarterly discussion of our operating performance (Earnings Call) via conference calls and/or Webcasts, which will be open to the public. We will provide public notice about each Earnings Call via press release and information posted on our website, www.upcinsurance.com. We may discontinue this practice at any time at our discretion.

MATERIAL INFORMATION

Any information concerning the Company is considered material if there is a substantial likelihood that a reasonable investor would consider it important in determining whether to buy, sell or hold, or engage in other transactions concerning the Company's securities. Although not intended to be comprehensive, the following list contains examples of information that could be material depending on its scale and magnitude:

- Quarterly or annual earnings or operational results or projections
- Mergers, acquisitions, joint ventures, divestitures, or other changes in company assets
- Management changes or changes in control of the Company
- Dividend payments
- Public or private sale of additional securities

- Deterioration or improvement in the Company's credit status with rating agencies
- Stock splits
- Major litigation pending or threatened
- Company share buyback programs and their implementation or cessation
- Change in auditors and agreements/disagreements with auditors

QUESTIONS TO INVESTOR RELATIONS

Our CEO and CFO will take phone calls from Regulation FD Persons with questions. To comply with Regulation FD, we have adopted the following rules regarding when and by what means we answer questions:

- An Authorized Person may immediately respond to questions that relate to information which is solely factual, historical and already public.
- During the two-week period following the disclosure of our earnings via press release (Earnings Release), an Authorized Person may also answer questions that relate to forward-looking information contained in that Earnings Release or disclosed by us during the Earnings Call.
- We may request that certain questions be submitted in writing to Investor Relations via email investorrelations@upcinsurance.com or by letter. For any question presented, an Authorized Person may respond (i) directly to the person making the inquiry, (ii) through a public disclosure, or (iii) not at all.

If we determine that a question or questions would interest a wider audience, we may post our answers to such question(s) on the Investor Relations section of our website. We do not intend to post on our website all of the questions posed to us.

QUIET PERIOD

To avoid the potential for selective disclosure or even the perception or appearance of selective disclosure, we will observe a "quiet period" each quarter prior to an Earnings Release. During the quiet period, we will not initiate any one-on-one meetings or telephone contacts with analysts or investors, and we will hold no discussions regarding earnings or quarterly results of operations, except to respond to unsolicited inquiries of a factual nature. We may participate in securities firm conferences and other investor presentations during the quiet period, but we will not discuss information that we would otherwise

disclose only in an Earnings Release or during an Earnings Call. The period commencing at the close of the market on the fifteenth day (15th) of the third month of each calendar quarter continuing until forty-eight (48) hours after the Company's earnings are publicly released is the Company's Quiet Period. If the 15th day of the third month of the calendar quarter falls on a Saturday, Sunday or holiday, then the Quiet Period will commence at the close of the market on the next business day. During this Quiet Period, no trading in the Company's stock (or derivatives relating to such securities) is permitted by any officer, director or employee of the Company (as well as their spouses, children and all other persons living with them).

The quiet period does not preclude responding to inquiries concerning publicly-available or non-material information.

EARNINGS GUIDANCE

We will not provide numerical earnings guidance regarding future operating results. We believe that this policy helps to focus management's and investors' attention on UPC Insurance's long-term performance and value creation. However, we may discontinue this policy at our discretion.

ANALYST REPORTS AND MODELS

While we may elect to review materials prepared by Regulation FD Persons, we will not comment (via any means) on any such material except that we may correct inaccuracies relating to (i) publicly-disclosed, factual information and, in limited circumstances, (ii) forward-looking information contained in statements we made in an Earnings Release or in comments we made during the Earnings Call.

PRESENTATIONS

We will participate from time-to-time in securities firm conferences and other investor presentations. When practical, we may post these presentations on our website. If any inadvertent disclosure of material, non-public information occurs at these conferences, we will make appropriate public disclosure promptly.

ONE-ON-ONE MEETINGS AND CONVERSATIONS

Authorized persons are permitted to meet with individual investors, groups of investors, analysts and other Regulation FD Persons. When possible, we will seek to have more than one authorized person present at any one-on-one meeting. We do not intend to disclose any material, non-public information during these meetings. If we determine that an authorized person disclosed material, non-public information during a one-on-one meeting or conversation, we will make appropriate public disclosure promptly.

MEDIA COMMUNICATIONS

Although we recognize that Regulation FD does not apply to communications with the media, it is our policy not to disclose material, non-public information to the media unless we have previously disclosed it in accordance with Regulation FD.

RESPONDING TO MARKET OR MEDIA RUMORS

Whether a market or media rumor regarding UPC Insurance has any basis in fact, our policy is to respond to inquiries regarding any rumor by stating: *"Our policy is not to comment on rumors or speculation."* Like most companies, we seek to follow this approach consistently in order to avoid providing an implied confirmation or denial in other circumstances.

INFORMATION NOT TO BE DISCLOSED

Our policy is not to disclose any information that could be (i) useful to a competitor, to someone negotiating with the Company, or to someone in litigation with the Company, (ii) contrary to Senior Management statements on strategy, the current state of the business, or the business outlook, (iii) an embarrassment to UPC Insurance or its customers, or (iv) an unfair disparagement of competitors.

POLICY ADMINISTRATION

Any questions regarding this policy should be directed to Investor Relations at investorrelations@upcinsurance.com or by letter.