

ASSURANCEAMERICA CORP

Form 8-K

March 23, 2005

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

**WASHINGTON, DC 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): March 21, 2005

**ASSURANCEAMERICA CORPORATION**

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(Exact name of Registrant as specified in its charter)

Nevada

0-06334

87-0281240

(State or other jurisdiction of  
incorporation or organization)

(Commission File No.)

(IRS Employer  
Identification No.)

RiverEdge One  
Suite 600  
5500 Interstate North Parkway  
Atlanta, Georgia 30328

(Address of principal executive offices, including zip code)

(770) 952-0200

(Registrant's telephone number, including area code)

N/A

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(Former Name 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))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 5.02(c) Appointment Of Principal Officer**

On March 21, 2005, the Registrant appointed Renee Pinczes as Senior Vice President and Chief Financial Officer of the Registrant. Renee Pinczes has over 12 years experience in insurance related corporations in the U.S. and U.K., is a CPA and graduate of Fairleigh Dickinson University. For more than the last five years she has held several positions with PRG- Schultz International, most recently as Vice President- Strategic Planning and Analysis. .

**Item 9.01 Financial Statements and Exhibits**

Exhibit No.	Description
99.1	Press Release dated March 22, 2005
99.2	Letter to Shareholders, March 23, 2005 regarding February highlights

**SIGNATURE**

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.

**ASSURANCEAMERICA  
CORPORATION**

Date: March 23, 2005

/s/ Lawrence Stumbaugh  
Lawrence Stumbaugh  
Chief Executive Officer