

ASSURANCEAMERICA CORP  
Form 8-K  
August 17, 2011

**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 16, 2011

**ASSURANCEAMERICA CORPORATION**

(Exact Name of Registrant as Specified in Its Charter)

Nevada  
(State or other jurisdiction  
of incorporation)

0-06334  
(Commission  
File Number)

87-0281240  
(IRS Employer  
Identification Number)

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**RiverEdge One, Suite 600**

**5500 Interstate North Parkway**

**Atlanta, Georgia**  
(Address of principal executive offices)

**(770) 925-0200 x 6259**

**30328**  
(Zip Code)

(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))
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 2.02 Results of Operations and Financial Condition**

ASSURANCEAMERICA CORPORATION reports net loss for the three months and six months periods ended June 30, 2011. A copy of the press release is attached as Exhibit 99.1 to this Current Report on Form 8-K.

**Item 9.01 Financial Statements and Exhibits**

| Exhibit<br>No. | Description   |
|----------------|---|
| 99.1           | Press Release dated August 12, 2011, 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 17, 2011

ASSURANCEAMERICA CORPORATION

By: /s/ Mark H. Hain  
Mark H. Hain, EVP, SEC and General Counsel