

ASSURANCEAMERICA CORP

Form 8-K

May 10, 2007

**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): **May 7, 2007**

**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) 952-0200 x259**

(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))
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**Item 5.02 (b) Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

On May 7, 2007, Renee Pinczes, the Chief Financial Officer of Assurance America Corporation (the Company), advised the Company that she was resigning effective May 31, 2007, but would work through June 15, 2007 on a part time basis.

**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.

May 10, 2007

ASSURANCEAMERICA CORPORATION

By: /s/ Mark H. Hain  
Mark H. Hain, Senior Vice President and  
General Counsel