

Item 7.01

Regulation FD Disclosure

On January 14, 2010, the Registrant issued a press release announcing that on February 8, 2010, Mark E. Schwarz, Executive Chairman and Mark J. Morrison, Chief Executive Officer and President of Hallmark Financial Services, Inc. (“Hallmark”), will make a presentation at the 14th Annual Insurance Conference sponsored by the New York Society of Security Analysts (“NYSSA”). The press release also announces that the presentation materials will be available on the Registrant’s website at www.hallmarkgrp.com on and after the date of the presentation. A copy of the press release is filed as Exhibit 99.1 to this Current Report on Form 8-K.

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Financial Statements and Exhibits

(c)

Exhibits.

99.1

Press release dated January 14, 2010.

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 duly authorized.

HALLMARK FINANCIAL SERVICES, INC.

Date: January 14, 2010

By: /s/ Jeffrey R. Passmore
Jeffrey R. Passmore, Chief Accounting Officer