

STATE OF ALASKA  
DEPARTMENT OF COMMERCE, COMMUNITY AND ECONOMIC DEVELOPMENT  
DIVISION OF INSURANCE  
NINTH FLOOR STATE OFFICE BUILDING  
333 WILLOUGHBY AVENUE  
JUNEAU, ALASKA 99801  
PHONE: (907) 465-2515 • FAX: (907) 465-3422  
IF YOU NEED HEARING ASSISTANCE, PLEASE CALL ALASKA RELAY AT 711

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STATE OF ALASKA  
DEPARTMENT OF COMMERCE, COMMUNITY, AND ECONOMIC DEVELOPMENT  
DIVISION OF INSURANCE

In the Matter of: )  
)  
MAXIMUM SENIOR BENEFITS )  
)  
Licensee )  
\_\_\_\_\_ )

Case No. D 17-12

**STIPULATED AGREEMENT AND ORDER**

The Division of Insurance (division) and Maximum Senior Benefits (MSB), the licensee in this case, stipulate and agree that the violation of AS 21.36.030(a)(10) by MSB is resolved as follows:

**I. BACKGROUND**

A. MSB holds Alaska firm producer license number 100143722.

B. On or about July 17, 2017, an Alaskan consumer, in connection with a consumer complaint, supplied the division with a copy of an unsolicited mailing the consumer had received in the United States mail regarding burial insurance. The mailing informed the consumer that the consumer may qualify for a Funeral Benefits Program that would pay the consumer's family, in the event of the consumer's death, a cash benefit of \$32,000 "TAX FREE" and urged the consumer to return the enclosed postcard to obtain information on that benefit. The mailing, however, failed to designate the name of the insurer providing the burial coverage or about which the statements in the mailing were made.

Stipulated Agreement and Order  
Maximum Senior Benefits  
Case No. D 17-12

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C. AS 21.36.030(a)(10) provides that "[a] person may not make, issue, circulate, broadcast, or have made, issued, circulated, or broadcast an estimate, circular, statement, illustration, comparison, assertion, or other written, electronic, or oral presentation that ... does not clearly designate the name of the insurer providing the coverage or about which the statements are made."

D. An investigation into the matter by the division revealed that MSB sent the mailing identified in paragraph B to the Alaskan consumer and to other prospective clients in the state.

E. These transactions subject MSB to civil penalties under AS 21.36.910.

II. TERMS OF AGREEMENT

1. MSB agrees to pay a civil penalty under AS 21.36.910 in the amount of \$5,000 for MSB's violation of AS 21.36.030(a)(10) with \$2,500 suspended. The unsuspended penalty of \$2,500 is payable at the time MSB has been notified that the director has signed the order approving this agreement.

2. In the event MSB violates Alaska insurance laws during the next two years, the suspended portion of the penalty referenced in paragraph one will be reinstated. MSB also will be subject to any and all sanctions authorized by the insurance laws including imposition of additional penalties

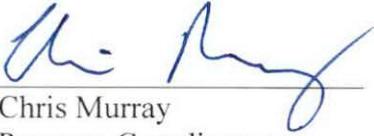
3. By signing this agreement, MSB understands and agrees that any failure to comply with the conditions of this agreement will be grounds to revoke, suspend, or not renew Alaska firm producer license number 100143722.

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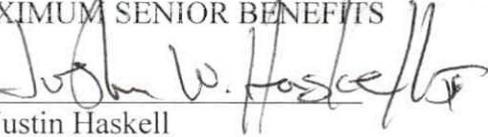
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4. MSB understands that this agreement is not binding on the parties unless and until the director signs the order approving the agreement.

DATED: 1/29/18

DIVISION OF INSURANCE  
By:   
Chris Murray  
Program Coordinator

DATED: 1/20/2018

MAXIMUM SENIOR BENEFITS  
By:   
Justin Haskell  
Compliance Officer

Approved as to form and content:

DATED: 2/06/18

JAHNA LINDEMUTH  
ATTORNEY GENERAL  
By:   
Erin Egan  
Assistant Attorney General

ORDER

IT IS ORDERED that this Stipulated Agreement and Order is adopted in full resolution of the issues in this case, and shall constitute the final order in this matter.

DATED this 8<sup>th</sup> day of February, 2018.

  
Lori Wing-Heier  
Director