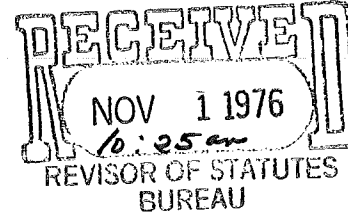


Ins 3



STATE OF WISCONSIN )  
OFFICE OF THE COMMISSIONER OF INSURANCE ) ss.

TO ALL TO WHOM THESE PRESENTS SHALL COME, GREETINGS:

I, Harold R. Wilde, Commissioner of Insurance and custodian of the official records of said office, do hereby certify that the annexed order amending a rule concerning advertisement of Medicare supplement insurance was issued by this office on November 1, 1976.

I further certify that said copy has been compared by me with the original on file in this office and that the same is a true copy thereof, and of the whole of such original.

IN TESTIMONY WHEREOF, I have hereunto subscribed my name in the City of Madison, State of Wisconsin, this 1st day of November, 1976.

Harold R. Wilde  
Commissioner of Insurance

STATE OF WISCONSIN  
DEPARTMENT OF STATE  
RECEIVED AND FILED

NOV 1 1976

DOUGLAS LAFOLLETTE  
SECRETARY OF STATE

ORDER OF THE OFFICE OF THE COMMISSIONER OF INSURANCE

Amending A Rule

Pursuant to authority vested in the Commissioner of Insurance by section 601.41 (3), Wis. Stats., the Commissioner of Insurance hereby amends a rule as follows:

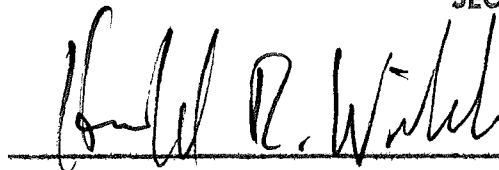
Section Ins 3.27 (9) (zh) of the Wisconsin Administrative Code is created to read:

Ins 3.27 (9) (zh) An advertisement which describes or offers to provide information concerning the federal Medicare program or any related government program or changes in such programs shall:

1. Include no reference to such program on the envelope, the reply envelope or the address side of the reply postal card, if any,
2. Include on any page containing a reference to such program an equally prominent statement to the effect that in providing supplemental coverage the insurer and agent involved in the solicitation is not in any manner connected with such program,
3. Contain a statement that it is an advertisement for insurance or is intended to obtain insurance prospects,
4. Prominently identify the insurer or insurers which issues the coverage, and
5. Prominently state that any material or information offered will be delivered in person by a representative of the insurer, if such is the case.

Dated at Madison, Wisconsin, this 1st day of November, 1976.

STATE OF WISCONSIN  
DEPARTMENT OF STATE  
RECEIVED AND FILED  
NOV 1 1976  
DOUGLAS LAFOLLETTE  
SECRETARY OF STATE



Harold R. Wilde  
Commissioner of Insurance