

BEFORE THE DIVISION OF INSURANCE  
DEPARTMENT OF LABOR AND REGULATION  
STATE OF SOUTH DAKOTA

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IN THE MATTER OF THE TARGET	)	
MARKET CONDUCT EXAMINATION	)	CONSENT ORDER
OF RELIAMAX INSURANCE	)	
COMPANY, INC.	)	

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In resolution of the above matter and in lieu of issuance of a Notice of Hearing and a formal hearing, the undersigned parties do hereby agree to the following:

RELIAMAX INSURANCE COMPANY, INC. (RELIAMAX), whose address of record is 2300 E. 54<sup>th</sup> Street North, Sioux Falls, SD 57104, is an insurance company holding a Certificate of Authority to transact business in the State of South Dakota;

RELIAMAX is aware that the South Dakota Division of Insurance has conducted an examination of its insurance-related activities in South Dakota;

The South Dakota Division of Insurance has alleged the violations of SDCL § 58-33-60 by RELIAMAX between January 1, 2006 and December 31, 2010, among other alleged violations;

RELIAMAX is aware of and understands the nature of the allegations and has been informed that it has the right to notice, hearing, and appeal;

RELIAMAX hereby agrees to informal disposition of this matter without a hearing pursuant to SDCL § 1-26-20; agrees to a monetary penalty pursuant to SDCL § 58-4-28.1 in lieu of contesting this matter formally; agrees to conduct itself in accordance with the insurance laws and regulations of the State of South Dakota; and further agrees that nothing in this Consent Order shall be construed to limit the Division's ability to perform any examination or investigation of RELIAMAX as authorized by law.

RELIAMAX further agrees that this Consent Order may be considered for the purpose of determining the appropriate sanction in any future actions with the South Dakota Division of Insurance for any violations of the laws or regulations of the State of South Dakota or for failing to abide by any order of the Director;

By the execution of this Consent Order and the payment of a penalty pursuant to this Consent Order, RELIAMAX neither admits to nor denies violation of the laws of the State of South Dakota;

Wherefore, good cause appearing from the foregoing, it is hereby:

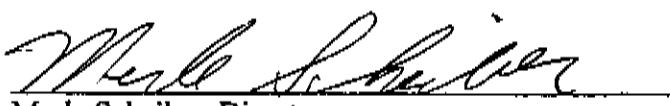
ORDERED that RELIAMAX pay a monetary penalty in the amount of \$5,000 payable to "South Dakota Division of Insurance" for deposit in the general fund of the State of South Dakota to be remitted at the time of the remittance of this Consent Order to the Division; and it is further

ORDERED that if RELIAMAX fails to comply with the provisions of this Order, the South Dakota Division of Insurance may seek the suspension or revocation of RELIAMAX's Certificate of Authority at hearing pursuant to SDCL § 58-6-46, or seek other remedies available at law; and it is further

ORDERED that the use of this Consent Order for competitive purposes by an insurance agent or third-party administrator holding a license in the State of South Dakota, or by any company holding a Certificate of Authority, or by anyone on their behalf, may be deemed unfair competition and be grounds for suspension or revocation of said license or authority; and it is further


ORDERED that the provisions of this Consent Order shall be effective from the date the Director signs this Order.

Dated this 24<sup>th</sup> day of October, 2012.

  
Merle Scheiber, Director  
South Dakota Division of Insurance

The undersigned, on behalf of RELIAMAX, represents it understands the terms of this Consent Order and the waiver of its due process rights and voluntarily enter into this Consent Order.

Dated this 22<sup>nd</sup> day of OCTOBER, 2012.

  
BY: Signature  
Peter W. Shaw  
Name (typed or printed)  
CFO  
Title