

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

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IN THE MATTER OF JEWELERS MUTUAL )	CONSENT ORDER
INSURANCE COMPANY )	

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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:

JEWELER'S MUTUAL INSURANCE COMPANY ("JEWELERS MUTUAL"), whose address of record is 24 Jewelers Park Drive, Neenah, WI 54956, is an insurance company holding a certificate of authority to transact business in the State of South Dakota;

JEWELERS MUTUAL is aware that the South Dakota Division of Insurance ("Division") has conducted an investigation of its insurance-related activities in South Dakota;

The Division has alleged the following:

- 1) JEWELERS MUTUAL sponsored a program in South Dakota where jewelers offer to pay for consumers' policies in violation of SDCL § 58-33-24;
- 2) Pursuant to SDCL § 58-6-46, the Division may revoke or suspend JEWELERS MUTUAL's certificate of authority for the above-cited violations;

JEWELERS MUTUAL is aware of and understands the nature of the charges and has been informed that it has the right to notice, hearing, and appeal, and that by agreeing to and signing this Consent Order waives these rights;

In return for JEWELERS MUTUAL agreeing to the provisions of this Consent Order, the Division agrees not to proceed to hearing and agrees that this Consent Order will constitute an informal disposition of this matter pursuant to SDCL § 1-26-20;

JEWELERS MUTUAL agrees to a monetary penalty in the amount of \$2,500 pursuant to SDCL § 58-4-28.1, in lieu of contesting this matter formally;

JEWELERS MUTUAL further agrees to conduct business in accordance with the insurance laws and regulations of the State of South Dakota;

JEWELERS MUTUAL further agrees that this Consent Order may be considered for the purpose of determining the appropriate sanction in any future actions with the Division 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;

Wherefore, good cause appearing from the foregoing, it is hereby ORDERED that JEWELERS MUTUAL pay a monetary penalty in the amount of \$2,500 payable to "South Dakota Division of Insurance" for deposit in the general fund of the State of South Dakota; and it is further


ORDERED that JEWELERS MUTUAL abide by the agreements made by it in this Consent Order; and it is further

ORDERED that should JEWELERS MUTUAL fail to comply with the provisions of this Order, the Division may seek the suspension or revocation of JEWELERS MUTUAL'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

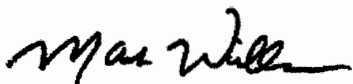
ORDERED that the provisions of this Consent Order shall be effective from the date the Director signs this Order.

Dated at Pierre, South Dakota this 28<sup>th</sup> day of March, 2016.

  
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Larry Deiter, Director  
South Dakota Division of Insurance

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

Dated this 18 day of March, 2016.

  
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Signature of Authorized Representative  
Mark Willson  
\_\_\_\_\_  
Printed Name  
Secretary  
\_\_\_\_\_  
Title