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PRESS RELEASE

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Refunds Available for Victims of American Trade Association Insurance Scam

Consumers warned: Be on the lookout for phony health insurance!

Consumers who purchased a health benefit plan from an unlicensed health benefits company called *American Trade Association, Inc.* (ATA), or its affiliates (American Trade Association LLC, Smart Data Solutions, LLC or Serve America Assurance) have until **August 31, 2010**, to seek a refund on payments made for this unauthorized and possibly fictional "insurance" product.

The Tennessee Department of Commerce and Insurance is liquidating ATA's assets and processing all claims. "Any Arizonans who purchased a so-called insurance policy from American Trade Association need to act immediately to request a recovery," said Christina Urias, Arizona Insurance Director. ATA members who have unpaid medical bills, or who paid premiums may complete a proof of claim form to pursue recovery of their money. You can find information on how to file a claim at www.americantradeliquidation.com, or by calling (800) 591-6764, or by emailing questions@americantradeliquidation.com.

"In today's economy and with recent enactment of healthcare reform, fraudulent insurance plans are on the rise. Consumers should be cautious when trying to cut down on their insurance costs," said Urias. "Don't risk unpaid medical bills. Before you make any insurance purchase, *stop* and *call* the Arizona Department of Insurance to *confirm* that you're doing business with a licensed insurance company."

Before purchasing a new policy, the best way consumers can protect themselves is to research the insurance company, as well as the agent any "association" selling the insurance. We urge consumers, employers and agents to verify that insurers are licensed and authorized to do business in Arizona. Call the Arizona Department of Insurance at 602-364-2499 or 800-325-2548 (outside Phoenix).

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