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DEPUTY COMMISSIONER

STATE OF MARYLAND
MARYLAND INSURANCE ADMINISTRATION
525 ST. PAUL PLACE, BALTIMORE, MARYLAND 21202-2272
WRITER'S DIRECT DIAL: 410-468-2205
Facsimile Number: 410-468-2204
e-mail: hmax@mdinsurance.state.md.us

BULLETIN

To: Insurers With Authority To Write Variable Life Insurance in Maryland

Re: Variable Life Insurance Advertising

Date: April 21, 2004

Bulletin: Life and Health # 04-7

The purpose of this bulletin is to notify insurers that write variable life insurance policies in Maryland of an amendment to Regulation .03 under **COMAR 31.09.02 Variable Life Insurance**.

On February 14, 2004, the Insurance Commissioner amended Regulation .03 under COMAR 31.09.02 Variable Life Insurance. This action, which was proposed for adoption in 30:24 Md. R. 1783-1784 (December 1, 2003), has been adopted as proposed with an effective date of **April 12, 2004**.

The purpose of this action is to repeal a requirement that an insurer or insurance producer file with the Insurance Commissioner all variable life insurance sales materials, advertising materials, and descriptive literature. As of the effective date of the amended regulation, the Insurance Commissioner will no longer accept the filing of this material. Variable life sales materials, advertising materials and descriptive literature are subject to review in a Market Conduct examination.

Any questions about this bulletin should be directed to the Life/Health Section of the Maryland Insurance Administration at 410-468-2170.

Howard Max
Acting Associate Commissioner