INTERSTATE INSURANCE PRODUCT REGULATION COMMISSION

NOTICE OF PROPOSED RULE

Date Issued: January 21, 2010

Proposed Uniform Standards: Standards for Individual Long-Term Care Insurance Advertising Material

1. Purpose of Proposed New Rules: The purpose of the Standards for Individual Long-Term Care Insurance Advertising Material (“Proposed Standards”) is to establish standards for all individual long-term care insurance advertisements and advertising material for use with individual long-term care insurance forms filed with and approved by the Interstate Insurance Product Regulation Commission.

2. Legal Authority: The Commission is authorized to create uniform standards for products by Article IV, Section 2 of the Interstate Insurance Product Regulation Compact, as enacted into law by each compacting state.

3. Text of Proposed New Rules: The Proposed Standards are available on the Commission’s web site (www.insurancecompact.org) and included with this notice as a separate document.

4. Where, When, and How Persons May Present Their Views: The Management Committee for the Commission will accept written comment on the Proposed Standards until March 22, 2010. Written comments may be delivered via electronic mail to comments@insurancecompact.org, or via mail to the Management Committee c/o Sara Dubsky, Operations Manager, 444 North Capitol Street, NW, Suite 701 Hall of States, Washington DC 20001-1509.

5. Where, When, and How Persons May Request a Public Hearing: Written requests for a public hearing on the Proposed Standards must be received no later than February 10, 2010. Persons who may request a public hearing are Commission members, the Management Committee, the Legislative Committee, the Consumer Advisory Committee, the Industry Advisory Committee, or a person or organization representing at least 25 persons affected by the Proposed Standards. Written requests may be delivered via electronic mail to comments@insurancecompact.org, or via mail to the Management Committee c/o Sara Dubsky, Operations Manager, 444 North Capitol Street, NW, Suite 701 Hall of States, Washington DC 20001-1509.