

TO: North American Corporate Markets Producers

DATE: August 22, 2018

RE: Advertising guidelines and professional designations updates

Each year, North American is required to distribute the Company's advertising guidelines to ensure that your advertisements and sales materials are accurate and are compliant with state regulations and Company standards and rules. Among other topics, they include:

- Our advertising review policy, submission process, and contacts
- General guidelines for advertising including internet advertising
- Our listing of approved and prohibited professional designations

Agent advertising guidelines and guidance regarding professional designations are available by logging in to North American's secure website and clicking on the Market Conduct tab.

**If you have any questions regarding this bulletin or the ad review process, please contact Sherry Olson at (800) 283-5433, ext. 36223.**