

TO: Midland National Corporate Markets Producers

DATE: August 22, 2019

RE: Advertising guidelines update

Each year, Midland National is required to distribute the Company's advertising guidelines to ensure that your advertisements and sales marketing 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

Agent advertising guidelines are available by logging in to Corporate Markets' secure Midland National 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.