

## AGENT ADVISORY

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Effective Date: Immediately

TO: All First Symetra National Life Insurance Company of New York-Appointed Agents  
RE: Annual Compliance Reminders

As an annual reminder, we ask agencies and registered representatives to review all sales materials used to discuss, promote or present First Symetra National Life Insurance Company of New York products to their clients. The review ensures each piece has been approved by First Symetra Home Office Compliance Dept. and that the most current version is being used. Sales material includes:

- Advertisements.
- Web sites.
- Sales illustrations.
- Presentation materials.
- Forms, graphs and pictures.
- Any other written, printed or electronically produced information that describes the benefits, features, performance or costs of our products.

Approved sales material will be identified as follows:

- Printed materials will contain an official home office form number printed in the lower left corner of the front page.
- Electronic pieces and Web sites will have a home office approval notification.

If your materials do not have the official home office approval listed above, they may not be used in the discussion or sale of any First Symetra product or service. Instead, send a copy by FAX or e-mail to 1-866-817-8776 or [invest@symetra.com](mailto:invest@symetra.com). We will:

- Review the material.
- Make necessary changes.
- Assign a form number.
- Return the material to you for printing (including form number).

Once your approved sales material is printed, you must submit an original final hard copy, with the assigned form number in the lower left corner, to the First Symetra Home Office Compliance Dept.

If your Web site or electronically produced sales material does not have the accompanying home office approval notice, the material must be submitted for our review and approval prior to use.

**Any changes made to previously approved materials must be resubmitted for approval through the [Sales Center](#).**

To expedite the approval process, please integrate your field manager's or insurance agency principal's review procedures into the process before submitting pieces to First Symetra.

**Securities-Related Materials** — Following First Symetra Compliance approval, your securities-related sales materials must also be submitted to your broker-dealer for approval.

Our intent is to assist you in complying with the numerous laws and regulations that apply to the sales process. We strive to provide you with current requirements that you, in turn, share with all agents and others in your agency. ***The use of unapproved sales materials may result in cancellation of an agency appointment with First Symetra.*** We welcome your comments and questions, and appreciate your cooperation. If you would like to speak with someone about your sales materials, please contact us at 1-800-796-3872, ext. 65422 or 65493.

***Please share the following First Symetra Values Statement and Market Conduct Statement with all agents and others in your agency.***

### **First Symetra Values Statement**

First Symetra National Life Insurance Company of New York has a history, tradition and reputation for high ethical standards. In relationship with First Symetra traditions, the compliance values statement explains our expectation that agents and our employees examine their business practices and make sure everything we do is ethical and legally compliant.

We are committed to conducting business in compliance with all market conduct requirements. The following principles are the cornerstones of our business conduct. We expect our agents to:

- a. Act with integrity, which includes being honest with customers and First Symetra.
- b. Understand our customer's financial and insurance objectives, and seek to satisfy those objectives with appropriate financial and insurance products and first-rate service.
- c. Provide clear and accurate advertising and sales materials to our customers.
- d. Resolve customer complaints\*and disputes fairly and promptly.
- e. Take appropriate actions, including having adequate supervision, to comply with applicable laws.
- f. Compete actively and fairly so as to provide customers with needed services and products at reasonable prices.

\*First Symetra should be notified immediately of any complaint received involving the sale or servicing of one of their products.

## **Anti-Money Laundering (AML) Program**

Under federal regulations, life insurance companies are required to have an AML program in place that is designed to prevent and detect money laundering. Under these regulations, companies are required to integrate their agents into the program. Therefore, agents need to be alert to red flags indicating possible money laundering and must bring red flags or other suspicious activities to the company's attention.

In addition, agents must complete AML training each year. Additional information about the training requirement can be found at <http://www.symetra.com/financial/learningcenter/advisories.asp>. To report suspicious activities, or if you have other questions about the program, contact AML Compliance at [AMLCOM@symetra.com](mailto:AMLCOM@symetra.com)

## **Market Conduct Concepts**

Market conduct and compliance continues to be a focus for First Symetra National Life Insurance Company of New York. Accordingly, the regulation of sales activity for insurance products is an area of interest for us. We are committed to independent agents and competition as the most effective and efficient means of providing products and services to customers. As such, we want to share the following concepts with you.

***Fair Competition.*** Competition is fair when it is based on the elements of price, quality and service subject to federal and state antitrust laws, and state insurance laws and regulations. Focus on fair competition can identify certain negative practices to be eliminated, such as inappropriate replacement and bashing of competitors. Fair competition includes completing necessary replacement forms at time of application and getting illustrations signed and submitted with the application. First Symetra promotes fair competition.

***Unfair Competition.*** Competition is unfair when it is based on unethical, dishonest, false or fraudulent rivalry, particularly related to practices that endeavor to substitute one insurer's products or services in the market for those of another insurer. Some unfair competition practices have been specifically identified and addressed in federal antitrust and trade practices law and regulation. First Symetra strongly opposes unfair competition.

***Unfair Trade Practices (Act).*** The NAIC model act, and its various forms as enacted by law or regulation in most states, is intended to assure appropriate market conduct in the business of insurance by addressing unfair methods of competition, and unfair and deceptive acts and practices. Specifically, this Act defines proscribed conduct in such areas as:

- (1) Misrepresentations.
- (2) False information.
- (3) Defamation.

- (4) Boycott, coercion and intimidation.
- (5) False statements and entries.
- (6) Unfair discrimination.
- (7) Rebates.
- (8) Unfair financial planning practices.

First Symetra abides by this Act and strongly opposes bashing and the use of disparaging statements, defined as follows:

**“Bashing.”** Behavior that occurs when, in a sales situation, a company or its representative puts the primary focus on negative attributes of a competitor or its representatives rather than on the positive attributes of that company or its products and services.

**“Disparaging.”** Statements, either written or verbal, which are untruthful, deceptive or misleading or otherwise unlawful with regard to competitors. Such statements are usually intended to dissuade a customer from doing business with a competitor. Misleading statements include statements that do not provide accurate or complete information on which a customer may rely for decisions.

To report a suspected violation or abuse of our policies or our values statement, please contact us at 1-800-796-3872, ext. 68901. For other questions or concerns contact our Sales Center at [invest@symetra.com](mailto:invest@symetra.com) or 1-800-706-0700.

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