

**POLICY STATEMENT REGARDING REQUESTS FOR ENDORSEMENT BY
THE INDEPENDENT INSURANCE AGENTS AND BROKERS OF ARIZONA**

In November of 2007, The Board of Directors for the Independent Insurance Agents and Brokers of Arizona passed the following Resolution regarding future "Endorsement" requests:

After extensive discussion and consultation with the Association's Legal Counsel this Board has determined that an endorsement of products or services is counterproductive to the operations of this body. Products and/or services endorsed by our National Association may continue to be promoted to our membership, but as December 31, 2007 no new requests to endorse a product and/or service shall be considered.

Those endorsements which are currently in place as of December 31, 2007 will remain in place until they are otherwise cancelled; however, it is the intent of this Resolution to stipulate in the strongest terms possible that the IIAB of Arizona shall not consider any further product or service for endorsement.

Staff has been instructed that they are not authorized to discuss endorsements or "partnerships" with others, with the exception of providing those who inquire a copy of this Resolution. All staff members have been informed of this Resolution and understand that no exceptions shall be considered, however, staff will be permitted to refer inquiries to our National Association and then disengage in any discussion or promotion, with the exception of explaining to those who inquire that they may wish to consider membership of the Association as an Associate Member as well as explaining advertising opportunities.

Nothing contained within this Resolution shall prohibit this body or its officers and Staff from making any recommendations of services and/or products which in their opinion may be helpful to a member of this Association. Any such recommendation shall not be done in a manner which appears to be an endorsement of this Association.