

Arkansas Insurance Department

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Governor



Jay Bradford
Commissioner

NEWS RELEASE

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Consumers Scammed by Unlicensed Insurer Face Claim Deadline

LITTLE ROCK, ARKANSAS (July 8, 2010) — Consumers who were scammed by an unlicensed health benefits company called American Trade Association Inc., (ATA) or its affiliates have until August 31, 2010, to pursue a refund of money they paid for this phony insurance product. The Arkansas Insurance Department knows some Arkansans purchased these so-called insurance policies from American Trade Association.

According to Arkansas Insurance Commissioner Jay Bradford, ATA members who have unpaid medical bills or who have paid premiums can complete a proof of claim form to pursue recovery of their money. All claims are being processed in Tennessee where ATA's assets are being liquidated by the Tennessee Department of Commerce and Insurance. Information on how to file a claim can be found at the Tennessee Department website, www.americantradeliquidation.com, or by calling 1-800-446-7467.

"I want Arkansas consumers who may have purchased one of these phony insurance policies to know they have a short period of time in which to seek recovery," said Bradford.

Other company names associated with ATA and included in the Tennessee liquidation order are American Trade Association LLC, Smart Data Solutions, and Serve American Assurance.

In its order Tennessee regulators alleged that the companies, which were located in Springfield, Tennessee, and their executives, were improperly marketing unlicensed health insurance policies.

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