



State of New Jersey
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BULLETIN NO. 09-39

**TO: ALL NEW JERSEY PROPERTY AND CASUALTY INSURERS AND
LICENSED PROPERTY AND CASUALTY INSURANCE PRODUCERS**

FROM: NEIL N. JASEY, COMMISSIONER

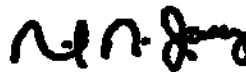
**RE: N.J.S.A. 17:29B-4. UNFAIR METHODS OF COMPETITION AND
UNFAIR OR DECEPTIVE ACTS OR PRACTICES- DEFAMATION**

The Department has been advised that certain Insurers and Producers have been engaging in the dissemination of false information and the disparaging of their business competitors. Pursuant to N.J.S.A.17:29B-4.(3), property and casualty insurers and producers are prevented from making, publishing, disseminating, or circulating, directly or indirectly, or aiding, abetting or encouraging the making, publishing, disseminating or circulating of any oral or written statement or any pamphlet, circular, article or literature which is false, or maliciously critical of or derogatory to the financial condition of an insurer, and which is calculated to injure any person engaged in the business of insurance.

The Department currently is taking enforcement action against insurers and producers who have engaged in such conduct and future incidents discovered by the Department will result in actions against insurers and producers who engage in conduct that violates the Statute.

Insurers are encouraged to disseminate this Bulletin to all producers with whom they have agency contracts.

December 7, 2009
Date



Neil N. Jasey
Commissioner

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