## STATE OF NEW JERSEY DEPARTMENT OF BANKING AND INSURANCE

#### IN THE MATTER OF:

Proceedings by the	)
Commissioner of Banking and	Ś
Insurance, State of New	í
Jersey, to fine and/or revoke	í
the insurance license of	) CONSENT ORDER
Nancy R. Ziering, Reference	) AS TO AMERITAS
No. 9613946, Madison	) LIFE INSURANCE
Financial Aid Consultants,	) CORP. ONLY
LLC, Reference No. 1067796,	)
Alan M. Neafach, Reference	í
No. 779129, and to fine,	Ś
suspend and/or revoke the	Ś
certificate of authority of	í
Ameritas Life Insurance	Ś
Corp., NAIC No. 61301.	í
	,
Ameritas Life Insurance Corp., NAIC No. 61301.	)

TO: Ameritas Life Insurance Corp. 5900 0 Street Lincoln, NE 68510

This matter, having been opened by the Commissioner, Department of Banking and Insurance, State of New Jersey ("Commissioner"), upon information that Nancy R. Ziering, currently licensed as a resident individual insurance producer, pursuant to N.J.S.A. 17:22A-32, Madison Financial Aid Consultants, LLC ("Madison"), formerly licensed as a resident business entity insurance producer, pursuant to N.J.S.A. 17:22A-32, Alan M. Neafach, formerly licensed as a non-resident individual insurance producer pursuant to N.J.S.A. 17:22A-34, and Ameritas Life Insurance Corp., ("Ameritas" and, collectively with Ziering, Neafach, and Madison "Respondents"), an insurance carrier issuing insurance policies and annuity contracts in the State

of New Jersey, may have violated various provisions of the insurance laws of the State of New Jersey; and

WHEREAS, on September 5, 2012, the Commissioner issued Order to Show Cause No. E12-102 ("OTSC") against the Respondents, alleging - among other things, that Ziering and Madison as agents of Ameritas sold, solicited and/or negotiated Ameritas insurance products in an unfair, deceptive, misleading and/or fraudulent manner in violation of the insurance laws of this State, and that Ameritas assisted and/or facilitated those acts; and

WHEREAS, on November 29, 2012, Ameritas answered the OTSC, denied all allegations, and requested a hearing; and

WHEREAS, the matter was transmitted to the Office of Administrative Law, OAL Dkt No. BKI 16733-2012N; and

WHEREAS, during the course of discovery, the Department determined that the policy and contract holders misled by Ziering and Madison was not limited to the individuals listed in the OTSC; and

WHEREAS, Ameritas consents and agrees that this matter should be resolved upon the consent of the parties without resorting to a formal hearing on the aforementioned allegations set forth herein, and for good cause appearing; and

ORDERED AND AGREED that Ameritas shall offer penalty-free rescissions and full refunds of all payments and premiums including, if applicable, any withdrawal charges and other payments or fees paid on all policies and contracts in Exhibit 1, which includes, but is not limited to, the policies charged as violations in the OTSC, that remain in force that were purchased through, or in connection with, Ziering or Madison; and

IT IS FURTHER ORDERED AND AGREED that Ameritas shall offer full refunds of all payments and premiums including, if applicable, any surrender or withdrawal charges, minus any cash value received at the time of surrender, on all surrendered or lapsed policies and contracts in Exhibit 2, which includes, but is not limited to, the policies charged as violations in the OTSC, purchased through, or in connection with, Ziering or Madison; and

IT IS FURTHER ORDERED AND AGREED that, in extending these offers of rescission and refunds, Ameritas will use the letter templates listed as Exhibits 3-5; and

IT IS FURTHER ORDERED AND AGREED that, within 30 days from the date of this Consent Order, American shall send the attached letters to all current or former policy and contract holders referenced above, or to their estates, by certified mail, return receipt requested, and regular mail, and simultaneously provide a copy of each signed and mailed letter to Deputy Attorney General Gordon A. Queenan, 25 Market Street, P.O. Box 117, Trenton, NJ 08625; and

IT IS FURTHER ORDERED AND AGREED that Ameritas shall maintain records of: it having mailed the attached letters within 30 days from the date of the Consent Order; the date on which each letter was sent; the date on which each letter was received; the response Ameritas received to each such letter; the date on which the response was received; and

IT IS FURTHER ORDERED AND AGREED that Ameritas shall provide a reporting of these records, or updated versions of these records, to the Department every 30 days from the initial mailing of the letters until all applicable refunds are provided and until each offer of rescission has been either accepted or declined; and

IT IS FURTHER ORDERED AND AGREED that Ameritas shall alert the Department of any letters that are returned undelivered; and

IT IS FURTHER ORDERED AND AGREED that in the event that a letter is returned undelivered, Ameritas shall have 15 days from the date it receives the undelivered letter to perform a diligent search for an alternate address and to resend the letter to the intended recipient at the alternate address; and

IT IS FURTHER ORDERED AND AGREED that in the event Ameritas is unable to locate the intended recipient at an alternate address, it will alert the Department; and

IT IS FURTHER ORDERED AND AGREED that within 30 days of its receipt of a written request for penalty-free rescission or full refund and restitution as described above, Ameritas shall, as applicable, rescind the policy and contract in question and shall disburse to the policy and contract holder the full amount of all premiums and payments, including any other fees or charges paid on any policy or contract so rescinded, or disburse to the former policyholder, or to his or her estate, the full amount of all premiums paid and any other fees or charges paid on any previously surrendered or lapsed policy or contract, minus any cash value received at the time of surrender, and shall simultaneously provide written proof of its having done so to the Department at the address indicated above; and

IT IS FURTHER ORDERED AND AGREED that Ameritas will not attempt to recoup or recover any death benefit paid out any policy or contract purchased through, or in connection with, Ziering or Madison; and

IT IS FURTHER ORDERED AND AGREED that the provisions of this Consent Order represent a final agency decision that fully resolves the Department's matter against Ameritas only pending at the OAL under Docket No. BKI 16733-2012N

Peter L. Hartt

Director of Insurance

Consented to as to Form Content, and Entry:
By:
Ameritas Life Insurance Corp.
DATED: March 4, 2015
Bu L Ruh
Brian L. Rubin, Esq. Attorney for Ameritas Life Insurance Corp.
DATED: 3/6/15
JOHN J. HOFFMAN ACTING ATTORNEY GENERAL OF NEW JERSEY
Ву:
Apna Maria Lascurain Deputy Attorney General Attorney for the Commissioner of the
New Jersey Department of Banking and Insurance
DATED: 3/2/2015

## EXHIBIT 1

#### Active Policyholders

No.	Policyholder	Last Five Digits of Policy Number	Product	
1	C, L, .	33440	Allocator 2000	
2	C.M.	32770	Allocator 2000	
3	J.G.	32845	Allocator 2000	
4	J.D.	31864	Allocator 2000	
5	K.K.	33016	Allocator 2000	
б	K.C.	36278	Allocator 2000	
7	T.C.	36286	Allocator 2000	
8	C.P.	41955	Overture Ovation	
9	K.P.	42007	Overture Ovation	
10	C.B.	41952	Overture Ovation	
11	R.B.	42008	Overture Ovation	
12	J.K.	46281	Overture Ovation	
13	G.L.	46523	Overture Ovation	
1.4	C.W.	46497	Overture Ovation	
15	G.C.	46800	Overture Ovation	
16	B.W.	46499	Overture Ovation	
17	M.D.	47756	Overture Ovation	
18	T.D.	47770	Overture Ovation	
19	L,C.	46807	Overture Ovation	
20	K,M.	48275	Overture Ovation	
21	R.M.	48276	Overture Ovation	
22	K.C.	47752	Overture Ovation	
23	M,W,	49797	Overture Ovation	
24	L.W.	49792	Overture Ovation	
25	J.H.	47581	Overture Ovation	
26	S.F.	50810	Overture Ovation	
27	K.E.	47751	Overture Ovation	
28	S.B.	47578	Overture Ovation	
29	M.S.	49606	Overture Ovation	
3.0	E.F.	5.0809	Overture Ovation	
31	H.B.	45804	Overture Ovation	
32	K.R.	49348	Overture Ovation	
33	М.J.О.	51244	Overture Ovation	
34	C.O.	51248	Overture Ovation	
35	P.R.	47563	Overture Ovation	
36	M.G.	53151	Overture Ovation	
37	G.K.	53021	Overture Ovation	
38	D.M.	56252	Overture Ovation	

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39	J.C.	52938	Overture Ovation
40	L.B.K.	55593	Overture Ovation
41	R.E.	58614	Overture Ovation
42	D.S.	51216	Overture Ovation
43	P.B.	56246	Overture Ovation
44	E.B.	56542	Overture Ovation
45	C.B.	56532	Overture Ovation
46	C.M.	56248	Overture Ovation
47	A.W.	57045	Overture Ovation
48	D.A.	57156	Overture Ovation
49	D.P.	56221	Overture Ovation
50	K.P	56211	Overture Ovation
51	S.R.	55717	Overture Ovation
52	R.S.	55731	Overture Ovation
53	L.B.	59604	Overture Ovation
54	S.M.	59612	Overture Ovation
55	L.N.	60357	Overture Ovation
56	D.E.	62675	Overture Ovation
57	S.P.	61527	Overture Ovation
58	L.S.	64473	Overture Ovation
59	J.S.	64474	Overture Ovation
60	R.P.	66055	Overture Ovation
61	B.P.	66057	Overture Ovation
62	S.K.	66235	Overture Ovation
63	D.A.	68195	Flex Acct Ultra UL
64	D.K.	68333	Flex Acct Ultra UL
65	R.D.	71011	Flex Acct Ultra UL
66	R.D.	71009	Flex Acct Ultra UL
67	J.R.	73084	Flex Acct Ultra UL
68	N.L.	73332	Overture Ovation
69	J.A.	75594	Overture Ovation
70	L.A.	75596	Overture Ovation
71	L.D.	75197	Overture Ovation
72	D.G.	74798	Overture Ovation
73	T.R.	75959	Overture Ovation
74	P.W.	78490	Overture Ovation
75	P.W.	78487	Overture Ovation
76	H.E.	83028	Overture Ovation
77	M.D.	84100	Overture Ovation
78	G.D.	84102	Overture Ovation

## EXHIBIT 2

### Lapsed/Surrendered Policyholders

No.	Policyholder	Last Five Digits of	Product
	-	Policy Number	110000
1	J.P.	81646	Overture Ovation
2	B.S.	18551	Allocator 2000
3	S.Z.	82059	Overture Ovation
4	S.M.	22446	Allocator 2000
5	F.S.	21513	Allocator 2000
6	J.B.	32814	Allocator 2000
7	S.Z.	82060	Overture Ovation
8	G.B.	31986	Allocator 2000
9	W.E.	33243	Allocator 2000
10	R.M.	32773	Allocator 2000
11	M.L.	33179	Allocator 2000
12	P.W.	78492	Overture Ovation
13	D.R.	34149	Overture Encore II
14	J.K.	37662	Allocator 2000
15	P.K.	37660	Allocator 2000
16	A.W.	36190	Allocator 2000
17	R.C.	39841	Overture Ovation
18	W.S.	44627	Overture Ovation
19	D.G.	44816	Overture Ovation
20	W.B.	45653	Overture Ovation
21	A.E.	51638	Overture Ovation
22	D.E.	51637	Overture Ovation
23	J.C.	53114	Overture Ovation
24	K.G.	53142	Overture Ovation
25	c.c.	52939	Overture Ovation
26	K.P.	55773	Overture Ovation
27	N.O.	57068	Overture Ovation
28	W.I.	60628	Overture Ovation
29	B.E.	62647	Overture Ovation
30	L.C.	64134	Overture Ovation
31	F.A.	80685	Overture Ovation
32	T.S.	73307	Overture Ovation
33	J.C.	73851	Overture Ovation
34	M.C.	73854	Overture Ovation
35	P.G.	73766	Flex Acct Ultra UL
36	M.L.	74866	Overture Ovation
37	P.C.	74084	Overture Ovation
38	K.D.	75193	Overture Ovation

39   R.K.   75097   Overture Ovation   40   T.H.   78113   Overture Ovation   41   C.P.   77555   Overture Ovation   42   C.A.   78924   Overture Ovation   42   C.A.   78924   Overture Ovation   43   E.H.   78106   Overture Ovation   44   L.L.   81634   Overture Ovation   45   J.G.   81672   Overture Ovation   46   A.W. Jr.   80178   Overture Ovation   47   C.B.   18580   Allocator 2000   48   P.H.   17696   Allocator 2000   49   L.H.   17697   Allocator 2000   50   J.S.   22191   Allocator 2000   51   J.G.   23461   Allocator 2000   52   D.L.   24857   Allocator 2000   52   D.L.   24857   Allocator 2000   53   R.W.   32370   Allocator 2000   54   M.W.   32371   Allocator 2000   55   K.T.   33176   Allocator 2000   56   V.C.   33146   Allocator 2000   57   D.C.   33148   Allocator 2000   58   K.R.   31857   Allocator 2000   58   K.R.   31857   Allocator 2000   61   A.K.   33010   Allocator 2000   61   A.K.   33010   Allocator 2000   62   R.N.   33936   Allocator 2000   63   G.R.   34151   Overture Encore II   64   C.H.   40552   Overture Ovation   66   K.C.   44965   Overture Ovation   67   T.C.   44958   Overture Ovation   67   T.C.   44958   Overture Ovation   67   T.C.   55694   Overture Ovation   70   T.F.   51125   Overture Ovation   71   J.F.   51122   Overture Ovation   72   C.C.   55694   Overture Ovation   73   J.C.   55702   Overture Ovation   74   P.G.   66150   Overture Ovation   75   L.G.   65121   Overture Ovation   76   E.E.   66499   Overture Ovation   77   R.E.   664927   Overture Ovation   77   78   E.G.   69027   Overture Ovation   77   78   E.G.   69027   Overture Ovation   78   J.C.   56027   Overture Ovation   79   E.G.   69027   Overture Ovat				
A1	39	R.K.	75097	Overture Ovation
42         C.A.         78924         Overture Ovation           43         E.H.         78106         Overture Ovation           44         L.L.         81634         Overture Ovation           45         J.G.         81672         Overture Ovation           46         A.W. Jr.         80178         Overture Ovation           47         C.B.         18580         Allocator 2000           48         P.H.         17686         Allocator 2000           49         L.H.         17697         Allocator 2000           50         J.S.         22191         Allocator 2000           51         J.G.         23461         Allocator 2000           52         D.L.         24857         Allocator 2000           53         R.W.         32370         Allocator 2000           54         M.W.         32371         Allocator 2000           55         K.T.         33176         Allocator 2000           57         D.C.         33148         Allocator 2000           58         K.R.         31857         Allocator 2000           59         R.Z.         31793         Allocator 2000           60         C.E.	40	T.H.	78113	Overture Ovation
## A3  ## B.H.	41	C.P.	77555	Overture Ovation
A3	42	C.A.	78924	
45 J.G. 81672 Overture Ovation 46 A.W. Jr. 80178 Overture Ovation 47 C.B. 18580 Allocator 2000 48 P.H. 17686 Allocator 2000 50 J.S. 22191 Allocator 2000 51 J.G. 23461 Allocator 2000 52 D.L. 24857 Allocator 2000 53 R.W. 32370 Allocator 2000 54 M.W. 32371 Allocator 2000 55 K.T. 33176 Allocator 2000 56 V.C. 33146 Allocator 2000 57 D.C. 33148 Allocator 2000 58 K.R. 31857 Allocator 2000 59 R.Z. 31793 Allocator 2000 50 J.S. 31793 Allocator 2000 51 J.G. 3346 Allocator 2000 52 D.L. 24857 Allocator 2000 53 R.W. 32371 Allocator 2000 54 M.W. 32371 Allocator 2000 55 K.T. 33176 Allocator 2000 56 V.C. 33146 Allocator 2000 57 D.C. 33148 Allocator 2000 58 K.R. 31857 Allocator 2000 59 R.Z. 31793 Allocator 2000 59 R.Z. 31793 Allocator 2000 60 C.E. 33240 Allocator 2000 61 A.K. 33010 Allocator 2000 62 R.N. 33936 Allocator 2000 63 G.R. 34151 Overture Encore II 64 C.H. 40552 Overture Ovation 65 M.S. 44636 Overture Ovation 66 K.C. 44965 Overture Ovation 67 T.C. 44958 Overture Ovation 68 S.G. 44830 Overture Ovation 69 V.G. 49117 Overture Ovation 70 T.F. 51125 Overture Ovation 71 J.F. 51122 Overture Ovation 72 C.C. 55694 Overture Ovation 73 J.C. 55702 Overture Ovation 74 P.G. 65150 Overture Ovation 75 L.G. 65121 Overture Ovation 76 E.E. 66499 Overture Ovation 77 R.E. 66499 Overture Ovation	43	E.H.	78106	
45	44	L.L.	81634	-
47   C.B.   18580	45	J.G.	81672	Overture Ovation
48         P.H.         17686         Allocator 2000           49         L.H.         17697         Allocator 2000           50         J.S.         22191         Allocator 2000           51         J.G.         23461         Allocator 2000           52         D.L.         24857         Allocator 2000           53         R.W.         32370         Allocator 2000           54         M.W.         32371         Allocator 2000           55         K.T.         33176         Allocator 2000           56         V.C.         33148         Allocator 2000           57         D.C.         33148         Allocator 2000           58         K.R.         31857         Allocator 2000           59         R.Z.         31793         Allocator 2000           60         C.E.         33240         Allocator 2000           61         A.K.         33010         Allocator 2000           62         R.N.         33936         Allocator 2000           63         G.R.         34151         Overture Ovation           65         M.S.         44636         Overture Ovation           66         K.C.         44965	46	A.W. Jr.	80178	Overture Ovation
17697   Allocator 2000	47	C.B.	18580	Allocator 2000
Solution	48	P.H.	17686	Allocator 2000
51         J.G.         23461         Allocator 2000           52         D.L.         24857         Allocator 2000           53         R.W.         32370         Allocator 2000           54         M.W.         32371         Allocator 2000           55         K.T.         33176         Allocator 2000           56         V.C.         33148         Allocator 2000           57         D.C.         33148         Allocator 2000           58         K.R.         31857         Allocator 2000           59         R.Z.         31793         Allocator 2000           60         C.E.         33240         Allocator 2000           61         A.K.         33010         Allocator 2000           62         R.N.         33936         Allocator 2000           63         G.R.         34151         Overture Ovation           64         C.H.         40552         Overture Ovation           65         M.S.         44636         Overture Ovation           66         K.C.         44965         Overture Ovation           67         T.C.         44958         Overture Ovation           70         T.F. <td< td=""><td>49</td><td>L.H.</td><td>17697</td><td>Allocator 2000</td></td<>	49	L.H.	17697	Allocator 2000
52         D.L.         24857         Allocator 2000           53         R.W.         32370         Allocator 2000           54         M.W.         32371         Allocator 2000           55         K.T.         33176         Allocator 2000           56         V.C.         33148         Allocator 2000           57         D.C.         33148         Allocator 2000           58         K.R.         31857         Allocator 2000           59         R.Z.         31793         Allocator 2000           60         C.E.         33240         Allocator 2000           61         A.K.         33010         Allocator 2000           62         R.N.         33936         Allocator 2000           63         G.R.         34151         Overture Encore II           64         C.H.         40552         Overture Ovation           65         M.S.         44636         Overture Ovation           66         K.C.         44965         Overture Ovation           67         T.C.         44958         Overture Ovation           69         V.G.         49117         Overture Ovation           70         T.F.	50	J.S.	22191	Allocator 2000
53         R.W.         32370         Allocator 2000           54         M.W.         32371         Allocator 2000           55         K.T.         33176         Allocator 2000           56         V.C.         33148         Allocator 2000           57         D.C.         33148         Allocator 2000           58         K.R.         31857         Allocator 2000           59         R.Z.         31793         Allocator 2000           60         C.E.         33240         Allocator 2000           61         A.K.         33010         Allocator 2000           62         R.N.         33936         Allocator 2000           63         G.R.         34151         Overture Encore II           64         C.H.         40552         Overture Ovation           65         M.S.         44636         Overture Ovation           66         K.C.         44965         Overture Ovation           67         T.C.         44958         Overture Ovation           69         V.G.         49117         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.	51	J.G.	23461	Allocator 2000
54         M.W.         32371         Allocator 2000           55         K.T.         33176         Allocator 2000           56         V.C.         33146         Allocator 2000           57         D.C.         33148         Allocator 2000           58         K.R.         31857         Allocator 2000           59         R.Z.         31793         Allocator 2000           60         C.E.         33240         Allocator 2000           61         A.K.         33010         Allocator 2000           62         R.N.         33936         Allocator 2000           63         G.R.         34151         Overture Encore II           64         C.H.         40552         Overture Ovation           65         M.S.         44636         Overture Ovation           66         K.C.         44965         Overture Ovation           67         T.C.         44958         Overture Ovation           69         V.G.         49117         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           74         P.G.	52	D.L.	24857	
55         K.T.         33176         Allocator 2000           56         V.C.         33146         Allocator 2000           57         D.C.         33148         Allocator 2000           58         K.R.         31857         Allocator 2000           59         R.Z.         31793         Allocator 2000           60         C.E.         33240         Allocator 2000           61         A.K.         33010         Allocator 2000           62         R.N.         33936         Allocator 2000           63         G.R.         34151         Overture Encore II           64         C.H.         40552         Overture Ovation           65         M.S.         44636         Overture Ovation           66         K.C.         44958         Overture Ovation           67         T.C.         44958         Overture Ovation           69         V.G.         49117         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.	53	R.W.	32370	Allocator 2000
56         V.C.         33146         Allocator 2000           57         D.C.         33148         Allocator 2000           58         K.R.         31857         Allocator 2000           59         R.Z.         31793         Allocator 2000           60         C.E.         33240         Allocator 2000           61         A.K.         33010         Allocator 2000           62         R.N.         33936         Allocator 2000           63         G.R.         34151         Overture Encore II           64         C.H.         40552         Overture Ovation           65         M.S.         44636         Overture Ovation           66         K.C.         44965         Overture Ovation           67         T.C.         44958         Overture Ovation           69         V.G.         49117         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           73         J.C.         55694         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.	54	M.W.	32371	Allocator 2000
57         D.C.         33148         Allocator 2000           58         K.R.         31857         Allocator 2000           59         R.Z.         31793         Allocator 2000           60         C.E.         33240         Allocator 2000           61         A.K.         33010         Allocator 2000           62         R.N.         33936         Allocator 2000           63         G.R.         34151         Overture Encore II           64         C.H.         40552         Overture Ovation           65         M.S.         44636         Overture Ovation           66         K.C.         44965         Overture Ovation           67         T.C.         44958         Overture Ovation           69         V.G.         49117         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           73         J.C.         55694         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E. <td>55</td> <td>K.T.</td> <td>33176</td> <td>Allocator 2000</td>	55	K.T.	33176	Allocator 2000
58         K.R.         31857         Allocator 2000           59         R.Z.         31793         Allocator 2000           60         C.E.         33240         Allocator 2000           61         A.K.         33010         Allocator 2000           62         R.N.         33936         Allocator 2000           63         G.R.         34151         Overture Encore II           64         C.H.         40552         Overture Ovation           65         M.S.         44636         Overture Ovation           66         K.C.         44965         Overture Ovation           67         T.C.         44958         Overture Ovation           68         S.G.         44830         Overture Ovation           69         V.G.         49117         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           73         J.C.         55694         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E.<	56	V.C.	33146	Allocator 2000
59         R.Z.         31793         Allocator 2000           60         C.E.         33240         Allocator 2000           61         A.K.         33010         Allocator 2000           62         R.N.         33936         Allocator 2000           63         G.R.         34151         Overture Encore II           64         C.H.         40552         Overture Ovation           65         M.S.         44636         Overture Ovation           66         K.C.         44965         Overture Ovation           67         T.C.         44958         Overture Ovation           69         V.G.         49117         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           72         C.C.         55694         Overture Ovation           73         J.C.         55702         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E.         66496         Overture Ovation           78         J.O	57	D.C.	33148	Allocator 2000
59         R.Z.         31793         Allocator 2000           60         C.E.         33240         Allocator 2000           61         A.K.         33010         Allocator 2000           62         R.N.         33936         Allocator 2000           63         G.R.         34151         Overture Encore II           64         C.H.         40552         Overture Ovation           65         M.S.         44636         Overture Ovation           66         K.C.         44965         Overture Ovation           67         T.C.         44958         Overture Ovation           68         S.G.         44830         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           72         C.C.         55694         Overture Ovation           73         J.C.         55702         Overture Ovation           75         L.G.         65150         Overture Ovation           76         E.E.         66496         Overture Ovation           76         E.E.         66496         Overture Ovation           78         J.O	58	K.R.	31857	Allocator 2000
61 A.K. 33010 Allocator 2000 62 R.N. 33936 Allocator 2000 63 G.R. 34151 Overture Encore II 64 C.H. 40552 Overture Ovation 65 M.S. 44636 Overture Ovation 66 K.C. 44965 Overture Ovation 67 T.C. 44958 Overture Ovation 68 S.G. 44830 Overture Ovation 69 V.G. 49117 Overture Ovation 70 T.F. 51125 Overture Ovation 71 J.F. 51122 Overture Ovation 72 C.C. 55694 Overture Ovation 73 J.C. 55702 Overture Ovation 74 P.G. 65150 Overture Ovation 75 L.G. 65121 Overture Ovation 76 E.E. 66496 Overture Ovation 77 R.E. 66499 Overture Ovation 78 J.O. 71336 Flex Acct Ultra UL	59		31793	Allocator 2000
62         R.N.         33936         Allocator 2000           63         G.R.         34151         Overture Encore II           64         C.H.         40552         Overture Ovation           65         M.S.         44636         Overture Ovation           66         K.C.         44958         Overture Ovation           67         T.C.         44958         Overture Ovation           68         S.G.         44830         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           72         C.C.         55694         Overture Ovation           73         J.C.         55702         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E.         66496         Overture Ovation           77         R.E.         66499         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL	60	C.E.	33240	Allocator 2000
63         G.R.         34151         Overture Encore II           64         C.H.         40552         Overture Ovation           65         M.S.         44636         Overture Ovation           66         K.C.         44965         Overture Ovation           67         T.C.         44958         Overture Ovation           68         S.G.         44830         Overture Ovation           69         V.G.         49117         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           72         C.C.         55694         Overture Ovation           73         J.C.         55702         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E.         66496         Overture Ovation           77         R.E.         66499         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL	61	A.K.	33010	Allocator 2000
64         C.H.         40552         Overture Ovation           65         M.S.         44636         Overture Ovation           66         K.C.         44965         Overture Ovation           67         T.C.         44958         Overture Ovation           68         S.G.         44830         Overture Ovation           69         V.G.         49117         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           72         C.C.         55694         Overture Ovation           73         J.C.         55702         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E.         66496         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL	62	R.N.	33936	Allocator 2000
65 M.S. 44636 Overture Ovation 66 K.C. 44965 Overture Ovation 67 T.C. 44958 Overture Ovation 68 S.G. 44830 Overture Ovation 69 V.G. 49117 Overture Ovation 70 T.F. 51125 Overture Ovation 71 J.F. 51122 Overture Ovation 72 C.C. 55694 Overture Ovation 73 J.C. 55702 Overture Ovation 74 P.G. 65150 Overture Ovation 75 L.G. 65121 Overture Ovation 76 E.E. 66496 Overture Ovation 77 R.E. 66499 Overture Ovation 78 J.O. 71336 Flex Acct Ultra UL	63	G.R.	34151	Overture Encore II
66         K.C.         44965         Overture Ovation           67         T.C.         44958         Overture Ovation           68         S.G.         44830         Overture Ovation           69         V.G.         49117         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           72         C.C.         55694         Overture Ovation           73         J.C.         55702         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E.         66496         Overture Ovation           77         R.E.         66499         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL	64	C.H.	40552	Overture Ovation
67         T.C.         44958         Overture Ovation           68         S.G.         44830         Overture Ovation           69         V.G.         49117         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           72         C.C.         55694         Overture Ovation           73         J.C.         55702         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E.         66496         Overture Ovation           77         R.E.         66499         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL	65	M.S.	44636	Overture Ovation
68         S.G.         44830         Overture Ovation           69         V.G.         49117         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           72         C.C.         55694         Overture Ovation           73         J.C.         55702         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E.         66496         Overture Ovation           77         R.E.         66499         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL	66	K.C.	44965	Overture Ovation
69         V.G.         49117         Overture Ovation           70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           72         C.C.         55694         Overture Ovation           73         J.C.         55702         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E.         66496         Overture Ovation           77         R.E.         66499         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL	67	T.C.	44958	Overture Ovation
70         T.F.         51125         Overture Ovation           71         J.F.         51122         Overture Ovation           72         C.C.         55694         Overture Ovation           73         J.C.         55702         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E.         66496         Overture Ovation           77         R.E.         66499         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL	68	S.G.	44830	Overture Ovation
71         J.F.         51122         Overture Ovation           72         C.C.         55694         Overture Ovation           73         J.C.         55702         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E.         66496         Overture Ovation           77         R.E.         66499         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL	69	V.G.	49117	Overture Ovation
72         C.C.         55694         Overture Ovation           73         J.C.         55702         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E.         66496         Overture Ovation           77         R.E.         66499         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL	70	T.F.	51125	Overture Ovation
73         J.C.         55702         Overture Ovation           74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E.         66496         Overture Ovation           77         R.E.         66499         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL		J.F.	51122	Overture Ovation
74         P.G.         65150         Overture Ovation           75         L.G.         65121         Overture Ovation           76         E.E.         66496         Overture Ovation           77         R.E.         66499         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL	72	c.c.	55694	Overture Ovation
75         L.G.         65121         Overture Ovation           76         E.E.         66496         Overture Ovation           77         R.E.         66499         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL	73	J.C.	55702	Overture Ovation
76         E.E.         66496         Overture Ovation           77         R.E.         66499         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL	74	P.G.	65150	Overture Ovation
77         R.E.         66499         Overture Ovation           78         J.O.         71336         Flex Acct Ultra UL		L.G.	65121	Overture Ovation
78 J.O. 71336 Flex Acct Ultra UL	76	E.E.	66496	Overture Ovation
	77	R.E.	66499	Overture Ovation
79 E.G. 69027 Overture Ovation	78	J.O.	71336	Flex Acct Ultra UL
	79	E.G.	69027	Overture Ovation

80	C.R.	73330	Overture Ovation
81	R.M.	73673	Overture Ovation
82	M.G.	73642	Flex Acct Ultra UL
83	E.H.	75017	Overture Ovation
84	A.P.	75678	Overture Ovation
85	В.Н.	77034	Overture Ovation
86	H.F.J.	75975	Overture Ovation
87	В.Т.	77036	Overture Ovation
88	N.R.	77427	Overture Ovation
89	S.R.	77431	Overture Ovation
90	L.G.	76914	Overture Ovation
91	T.C.	77349	Overture Ovation
92	S.D.	80764	Overture Ovation
93	M.C.	77352	Overture Ovation
94	s.s.	79886	Flex Acct Ultra UL
95	T.A.	80684	Overture Ovation

# EXHIBIT 3

[Date]
[Policyholder]
[Street Address]
[Town, State, Zip Code]

Re: [Policy Number of Contract]

Dear [Existing Policyholder]

In Commissioner of the New Jersey Department of Banking and Insurance ("NJDOBI") v. Nancy R. Ziering, Madison Financial Aid, Alan Neafach, and Ameritas Life Insurance Corp., OAL Docket No. BKI 16733-2012N, (the "Case"), the Commissioner alleges that Nancy Ziering, Madison Financial and Ameritas Life Insurance Corp. ("Ameritas") engaged in a misleading and deceptive marketing scheme designed to sell life insurance to the parents of high school-aged children throughout the State of New Jersey under the guise of college planning. As to Nancy Ziering, Madison Financial Aid and Alan Neafach, this matter is still pending in New Jersey's Office of Administrative Law. NJDOBI and Ameritas have agreed to settle the Case as to Ameritas with no admissions of wrongdoing by Ameritas. Ameritas will make offers of restitution to the consumers that were sold such life products by Ziering, Madison and Neafach.

According to our records, you were sold the above-referenced policy by Ms. Ziering and/or Madison Financial. In light of the allegations against our former agents, Ameritas hereby offers you the right to rescind the above-referenced life insurance policy without penalty. Should you elect to rescind the above-referenced policy, the policy will be null and void from its inception, and you will no longer be entitled to receive any benefits under the policy. Under this rescission offer, we will return to you all payments made to the policy (less any withdrawals already taken by you). We will waive any surrender charges and/or fees associated with the return of these funds. Additionally, if you paid any fees and/or charges for withdrawal of a portion of the funds in the policy, we will also refund these fees/charges to you. Attached to this letter is a chart detailing the following transactions from your policy and the amounts of each as of

If this offer of rescission and return of withdrawal fees/charges is selected by you, you will receive a total amount of \$\_\_\_\_\_\_. If you wish to accept this rescission offer, you must express this intention in writing as instructed below within sixty (60) days of receipt of this letter. Otherwise, you will not be entitled to this relief.

Additionally, even if you do not elect to rescind your policy, you are entitled to a full refund of all fees and/or charges incurred for any withdrawals made from the above-referenced insurance policy. If rescission is not selected by you within sixty (60) days as required above, these withdrawal fees/charges totaling only \$\_\_\_\_\_\_, will be refunded to you by Ameritas through deposit into the applicable insurance contract[s] referenced above.

To select the refund offer, you are required to complete the attached Election Form and General Release for each insurance policy being rescinded. To complete this process:

Total premium[s] paid into the policy;

<sup>•</sup> Withdrawals from the policy, if any;

Any withdrawal charges and/or fees incurred under the policy; and

<sup>•</sup> The accumulation account value of the policy, for your comparison.

- 1. Sign the Election Form where indicated;
- 2. Sign the General Release; and
- 3. Return both of these executed documents to Ameritas within sixty (60) days of your receipt of this letter.

You can return the necessary signed documents to Ameritas via regular mail, facsimile or e-mail at:

[Ameritas Address/Contact Person] [Ameritas Fax Number] [Ameritas E-mail address]

Please note that in executing the General Release, you release Ameritas from any consequence to your tax, health benefits, and estate planning (or any other benefit) that may result from the above-described rescission and/or refund.

In this regard, we recommend that you seek independent counsel to review the attached General Release and to answer any legal or financial questions you may have in connection therewith. We make no recommendation whatsoever regarding your decision whether or not to rescind your insurance policy.

If you elect to maintain your insurance policy in force and accept the refund of the fees and/or charges, please:

- 1. Sign the Election Form where indicated;
- 2. Sign the General Release; and
- 3. Return both of these executed documents to Ameritas within sixty (60) days of your receipt of this letter.

If you have any questions, you may call Ameritas at XXXXXXXX.

Very truly yours,

Ameritas Life Insurance Corp.

### **ELECTION FORM**

I elect to rescind my life insurance policy, number xxxxxx.

as of Date

Charges

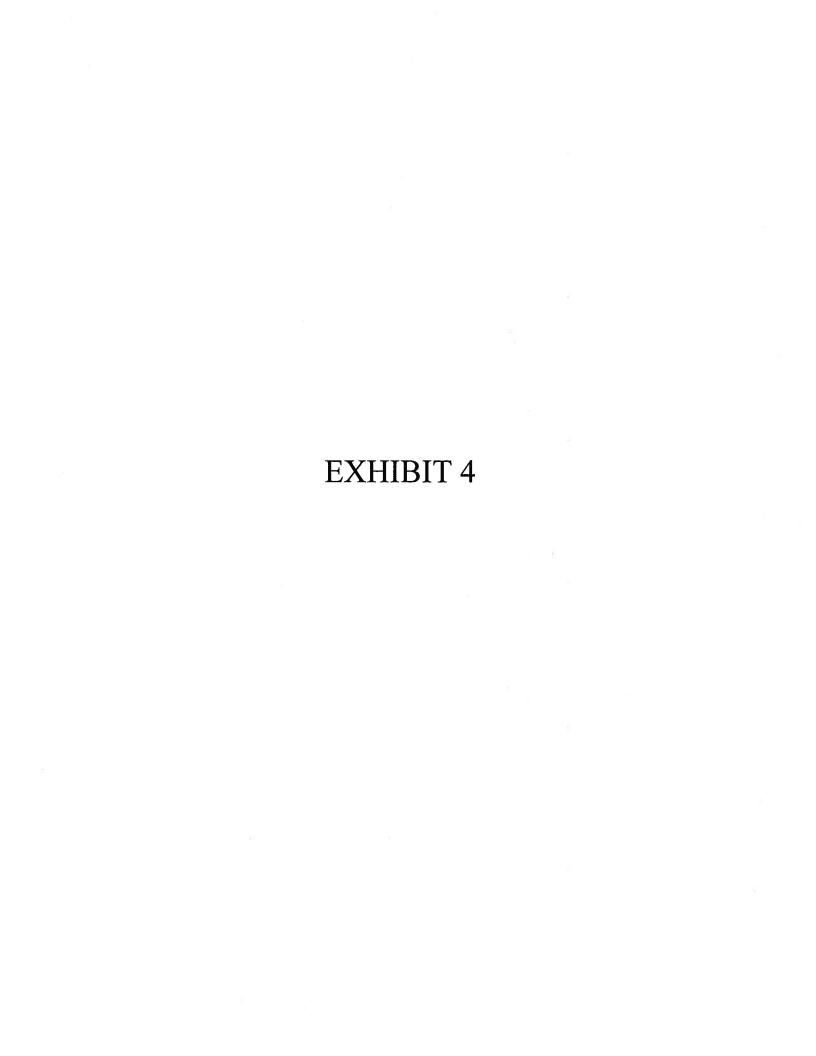
Dated:_								
Policy Number	Policyholo Name		nent(s) as	Withdrawal Charges	Other Charge(s)	Total if Rescii	nded	Accumulatio n Account Value (Not Rescinded)
								acknowledge the
eceive	a full refund							acknowledge the ough the date
eceive etter.[	a full refund	d from Amo	eritas of a	all withdrawa	al fees/char			
eceive etter.[ Signed	a full refund	d from Amo	eritas of a	all withdrawa	al fees/char	rges incu		
eceive etter.[ Signed	a full refund	d from Amo	eritas of a	all withdrawa	al fees/char	rges incu		

Charge

Rescinded

Value (Not

Rescinded



[Date]
[Policyholder]
[Street Address]
[Town, State, Zip Code]

Re: [Policy Number of Contract]

Dear [Lapsed Policyholder]

In <u>Commissioner of the New Jersey Department of Banking and Insurance v. Nancy R. Ziering, Madison Financial Aid, Alan Neafach, and Ameritas Life Insurance Corp., OAL Docket No. BKI 16733-2012N, (the "Case"), the Commissioner alleges that Nancy Ziering, Madison Financial and Ameritas Life Insurance Corp. ("Ameritas") engaged in a misleading and deceptive marketing scheme designed to sell life insurance to the parents of high school-aged children throughout the State of New Jersey under the guise of college planning. As to Nancy Ziering, Madison Financial Aid and Alan Neafach, this matter is still pending in New Jersey's Office of Administrative Law. NJDOBI and Ameritas have agreed to settle the Case as to Ameritas with no admissions of wrongdoing by Ameritas. Ameritas will make offers of restitution to the consumers that were sold such life products by Ziering, Madison and Neafach.</u>

According to our records, you were sold the above-referenced policy by Ms. Ziering and/or Madison Financial. This policy lapsed and is no longer in force. In light of the allegations against our former agents, we hereby offer you, the former policyholder (or heir/estate of the former policyholder) of the above-referenced policy, a full refund of all premium payments made to the policy. Additionally, if you paid any fees and/or charges for withdrawal of a portion of the funds in the policy, we will also refund these fees/charges to you. Attached to this letter is a chart detailing the following transactions from your policy and the amounts of each:

- Total premium[s] paid into the policy;
- Withdrawals from the policy, if any; and
- Any withdrawal charges and/or fees incurred under the policy.

If this refund offer is selected by you, you will receive a total amount of \$\_\_\_\_\_.

If you wish to accept this refund offer, please express this intention in writing as instructed below within sixty (60) days of receipt of this letter. If you do NOT wish to accept this refund offer, you MUST express this intention in writing as instructed below within sixty (60) days of receipt of this letter.

To select the refund offer, you are required to complete the attached Election Form and General Release for each insurance policy being rescinded. To complete this process:

- 1. Sign Election Form where indicated;
- 2. Sign the General Release; and
- 3. Return both of these executed documents to Ameritas within sixty (60) days of your receipt of this letter.

You can return the necessary signed documents to Ameritas via regular mail, facsimile or e-mail at:

[Ameritas Address/Contact Person]

[Ameritas Fax Number]
[Ameritas E-mail address]

Please note that in executing the General Release, you release Ameritas from any consequence to your tax, health benefits, and estate planning (or any other benefit) that may result from the above-described refund.

In this regard, we recommend that you seek independent counsel to review the attached General Release and to answer any legal or financial questions you may have in connection therewith. We make no recommendation whatsoever regarding your decision whether or not to obtain a refund of premiums/charges/fees paid into your former policy.

If you elect NOT to obtain a refund of the premiums and charges/fees paid for the former life insurance policy, you MUST sign the Election Form where indicated and return the form to Ameritas within 60 days of your receipt of this letter.

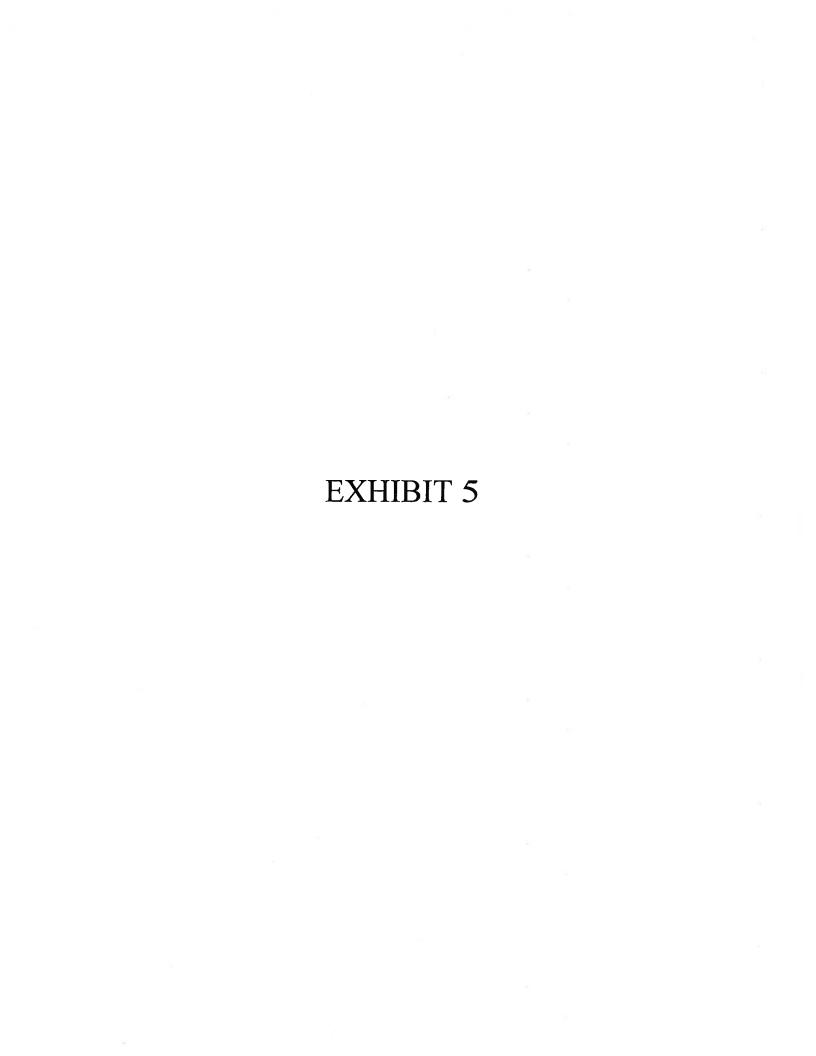
If you have any questions, you may call Ameritas at XXXXXXXXX.

Very truly yours,

Ameritas Life Insurance Corp.

#### **ELECTION FORM**

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ted:					
	Т				_
Policy Number	Policyholder	Total Premium	Withdrawal	Other	
	Name	Payment(s)	Charges	Charge(s)	_
do NOT el	ect to obtain , the now termi	a refund of all inated insurance po	l premiums paid into	o, and charges/fe	ees incur
do NOT el	ect to obtain, the now termi	<b>a refund</b> of all inated insurance po	l premiums paid into	o, and charges/fe	ees incur
onnection with	, the now termi	inated insurance po	l premiums paid into	[ ]	ees incur



[Date]
[Policyholder]
[Street Address]
[Town, State, Zip Code]

Re: [Policy Number of Contract]

Dear [Surrendered Policyholder]

In Commissioner of the New Jersey Department of Banking and Insurance v. Nancy R. Ziering, Madison Financial Aid, Alan Neafach, and Ameritas Life Insurance Corp., OAL Docket No. BKI 16733-2012N, (the "Case"), the Commissioner alleges that Nancy Ziering, Madison Financial and Ameritas Life Insurance Corp. ("Ameritas") engaged in a misleading and deceptive marketing scheme designed to sell life insurance to the parents of high school-aged children throughout the State of New Jersey under the guise of college planning. As to Nancy Ziering, Madison Financial Aid and Alan Neafach, this matter is still pending in New Jersey's Office of Administrative Law. NJDOBI and Ameritas have agreed to settle the Case as to Ameritas with no admissions of wrongdoing by Ameritas. Ameritas will make offers of restitution to the consumers that were sold such life products by Ziering, Madison and Neafach.

According to our records, you were sold the above-referenced policy by Ms. Ziering and/or Madison Financial. This policy was surrendered and is no longer in force. In light of the allegations against our former agents, we hereby offer you, the former policyholder (or heir/estate of the former policyholder) of the above-referenced policy, a full refund of all premium payments made to the policy (minus the value you received at the time you surrendered your policy). Additionally, if you paid any fees and/or charges for withdrawal of a portion of the funds in the policy or surrender fees and/or charges, Ameritas will also refund these fees/charges to you. Attached to this letter is a chart detailing the following transactions from your policy and the amounts of each:

- Total premium[s] paid into the policy;
- Withdrawals from the policy, if any; and
- Any withdrawal charges and/or fees incurred under the policy.

If this refund offer is selected by you, you will receive a total amount of \$\_\_\_\_\_

If you wish to accept this refund offer, please express this intention in writing as instructed below within sixty (60) days of receipt of this letter. If you do NOT wish to accept this refund offer, you MUST express this intention in writing as instructed below within sixty (60) days of receipt of this letter.

[Policyholder] [Date] Page 2

To select the refund offer you are required to complete the attached Election Form and General Release for each insurance policy being rescinded. To complete this process:

- 1. Sign the Election Form where indicated;
- 2. Sign the General Release; and
- 3. Return both of these executed documents to Ameritas within sixty (60) days of your receipt of this letter.

You can return the necessary signed documents to Ameritas via regular mail, facsimile or e-mail at:

[Ameritas Address/Contact Person] [Ameritas Fax Number] [Ameritas E-mail address]

Please note that in executing the General Release, you release Ameritas from any consequence to your tax, health benefits, and estate planning (or any other benefit) that may result from the above-described refund.

In this regard, we recommend that you seek independent counsel to review the attached General Release and to answer any legal or financial questions you may have in connection therewith. We make no recommendation whatsoever regarding your decision whether or not to obtain a refund of premiums/charges/fees paid into your former policy.

If you elect **NOT** to obtain a refund of the premiums and charges/fees paid for the former life insurance policy, you **MUST** sign the Election Form where indicated and return the form to Ameritas within 60 days of your receipt of this letter.

If you have any questions, you may call Ameritas at XXXXXXXX.

Very truly yours,

Ameritas Life Insurance Corp.

#### **ELECTION FORM**

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Signed	يين مجيرة فيضا سنت مسا سنت مسا سنت سنت سنت سنت	anns anns anns anns anns abhail airea, arain, arain, arain, anns, anns anns an	مسته فست بسبيه بإساع جانبه ويونه فسته سنته سنت		
Dated:					
Policy Number	Policyholder Name	Total Premium Payment(s)	Withdrawal Charges	Other Charges	
					]
					]
connection v	with, the now t			nto, and charges/feonber xxxxxx, minu	
Signed					
Dated:					