

**American Trade Association, Inc., American Trade Association LLC, Smart Data Solutions,
LLC and Serve America Assurance in Liquidation
PO Box 282189
Nashville, TN 37228**

May 21, 2010

On March 23, 2010, Robert Cooper, Attorney General for the State of Tennessee, filed a Petition for the Liquidation of the above entities on behalf of Commissioner Leslie A. Newman for the Tennessee Department of Commerce and Insurance. A hearing on the Petition was held on April 6, 2010, by the Davidson County Chancery Court, Nashville, Tennessee. On April 14, 2010, the Court granted the State's petition for liquidation finding that the entities were (1) "hazardous, financially or otherwise, to its policyholders, its creditors or the public" and (2) on April 27, 2010 that they were "insolvent" (liabilities exceeding the assets).

On May 20, 2010, the Chancery Court of Davidson County, Tennessee, entered a "Final Order Appointing the Commissioner as Receiver for Liquidation of Respondents Smart Data Solutions, LLC, American Trade Association, Inc., American Trade Association, LLC, and Serve America Assurance, Conducting Unauthorized Insurance Company Business; Permanent Injunctive Relief" ("Final Order of Liquidation and Permanent Injunctive Relief"). Leslie A. Newman, the Commissioner of the Tennessee Department of Commerce and Insurance, is appointed as liquidator of Smart Data Solutions, LLC ("SDS"), American Trade Association, Inc., American Trade Association, LLC (collectively "ATA"), and Serve America Assurance ("SAA").

The Commissioner will cause a website at www.americantradeliquidation.com to be maintained so as to provide up-to-date information about the liquidation and answers to frequently asked questions. Please refer to this website frequently.

Enclosed in this mailing are the following:

- Notice of Liquidation and Cancellation of Policies (see back of this letter);
- Proof of Claim Form, W-9 Form, and Instructions and deadline for filing claims against ATA/SDS/SAA. (Instructions for completing the W-9 Form will be posted on the liquidation website and may also be found at <http://www.irs.gov>.)

It has been brought to the Commissioner's attention that letters are being sent to ATA members regarding moving health insurance plans. There has been no authorized roll-over of ATA members by the Commissioner and/or SDS to put or place members in any other membership association for health insurance, nor has the Commissioner authorized any other entity to debit any bank or credit cards of ATA members. Whenever purchasing health insurance over the telephone, internet, or from an unsolicited letter or fax, please use caution and check with your state insurance department to determine if the entity that you are dealing with is properly licensed and assure yourself that the individual you are dealing with is a licensed insurance agent of that entity.

Paul Eggers
Special Deputy Liquidator

See back of page for Notice