

NOTICE OF LIQUIDATION OF
AMERICAN TRADE ASSOCIATION, INC. and AMERICAN TRADE
ASSOCIATION, LLC (collectively "ATA"),
SMART DATA SOLUTIONS, LLC ("SDS"),
and
SERVE AMERICA ASSURANCE ("SAA")

May 21, 2010

This notice is provided to advise that, on May 20, 2010, the Chancery Court of Davidson County, Tennessee issued a FINAL ORDER of liquidation for conducting unauthorized insurance company business and permanent injunctive relief placing the above named companies ("ATA/SDS/SAA") into receivership. Leslie A. Newman, the Commissioner of the Tennessee Department of Commerce and Insurance, has been appointed Liquidator of ATA/SDS/SAA, and will wind-down the companies' operations. You may review a complete copy of the FINAL ORDER at <http://www.tennessee.gov/commerce/insurance/AmericanTradeAssociationIndex.shtml#> or www.americantradeliquidation.com

Paul Eggers has been appointed as Special Deputy Liquidator in this matter. Commissioner Newman will be preparing a plan of liquidation for Court approval to facilitate the distribution of the assets of ATA/SDS/SAA. Unless otherwise ordered, no payments will be made on any policy claims until all Proof of Claims have been resolved and the Court approves a plan of distribution.

CANCELLATION OF INSURANCE COVERAGE

All policies of insurance or other benefits not previously expired, terminated, or replaced by you with other insurance, will end at 11:59 PM Central Time on May 31, 2010. You are encouraged to seek health coverage from licensed carriers. Additionally, you should always check with your state department of insurance to assure yourself you are dealing with a licensed insurer and its licensed agent. For the issuance of a creditable coverage letter, please contact (800) 591-6764.

The included Proof of Claim form will be utilized by claimants to file a claim. Only fully completed and timely filed Proof of Claims will be accepted. Please read the enclosed instructions for the Proof of Claim closely.

The filing deadline for Proof of Claim submission has been established by the Court to be on or before 4:30 p.m., Central Time, August 31, 2010. Please review the attached Proof of Claim form and Instructions closely. Late filed claims are assigned a lower priority pursuant to Tenn. Code Ann. § 56-9-330(a)(7). A copy of this statute and § 56-9-324 governing Proofs of Claims will be posted on the liquidation website.

You may direct any questions regarding these proceedings, to

Special Deputy Liquidator Paul Eggers
ATA SDS SAA in Liquidation
P.O. Box 282189
Nashville, TN 37228
questions@americantradeliquidation.com