

20113/578JM

**STATE OF MINNESOTA
COMMISSIONER OF COMMERCE**

In the Matter of the Certificate of Authority
of American Family Mutual Insurance Company
a Wisconsin corporation licensed
to do business in the State of Minnesota.
NAIC No. 19275

CONSENT ORDER

TO: Vanessa P. Mosley.
Consumer Affairs Manager
American Family Mutual Insurance Company
6000 American Parkway
Madison, WI 53783-0001

Commissioner of Commerce Mike Rothman (hereinafter "Commissioner") has determined as follows:

1. The Commissioner has advised American Family Mutual Insurance Company (hereinafter "Respondent") that as a result of an investigation by the Commissioner concerning Respondent's conduct as a corporation engaged in the business of insurance in Minnesota, the Commissioner is prepared to commence formal proceedings in accordance with the provisions of Minn. Stat. § 45.027 (2010) against Respondent's Certificate of Authority to engage in the business of insurance in Minnesota based on allegations that Respondent denied a claim without having made a reasonable investigation in violation of 72A.201 subd. 8(2) (2010), failed to acknowledge and act reasonably promptly upon claims communications in violation of 72A.20, subd. 12(2) (2010) and failed to include in its claim file all written communications received in violation of 72A.201, subd. 9(3).

2. Respondent acknowledges that it has been advised of its rights to a hearing in this matter, to present argument to the Commissioner and to appeal from any adverse determination after a hearing, and Respondent hereby expressly waives those rights. Respondent further acknowledges that it has been represented by legal counsel throughout these proceedings or has been advised of its right to counsel, which right it hereby waives.

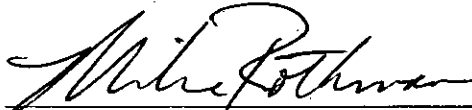
3. Respondent has agreed to an informal disposition of this matter without a hearing, as provided under Minn. Stat. § 14.59 (2010) and Minn. R. 1400.5900 (2010).

4. The following Order is in the public interest.

NOW, THEREFORE, IT IS HEREBY ORDERED, pursuant to Minn. Stat. § 45.027, subd. 6 (2010) that Respondent shall pay to the State of Minnesota a civil penalty of \$5,000.00.

This Order shall be effective upon signature on behalf of the Commissioner.

Dated: 9-26-11

By: 
MIKE ROTHMAN
Commissioner

Minnesota Department of Commerce
85 Seventh Place East, Suite 500
St. Paul, Minnesota 55101
Telephone: (651)296-2488

CONSENT TO ENTRY OF ORDER

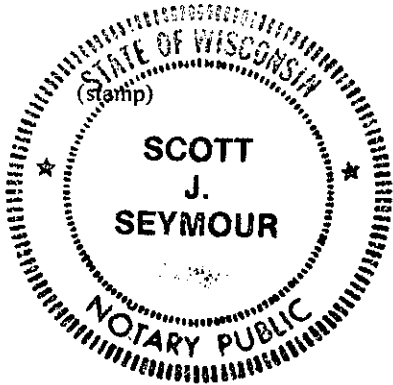
The undersigned, acting on behalf of American Family Mutual Insurance Company states that he/she has read the foregoing Consent Order; that he/she knows and fully understands its contents and effect; that he/she is authorized to execute this Consent to Entry of Order on behalf of Respondent; that he/she has been advised of Respondent's right to a hearing; that Respondent has been represented by legal counsel in this matter; or that he/she has been advised of Respondent's right to be represented by legal counsel and that he/she has waived this right; and that he/she consents to entry of this Order by the Commissioner of Commerce. It is further expressly understood that this Order constitutes the entire settlement agreement between the parties hereto, there being no other promises or agreements, either express or implied.

By: American Family Mutual Insurance Company
[Signature]
By: RICK PACKARD
Its: COMPLIANCE AND ETHICS DIRECTOR

STATE OF WISCONSIN
COUNTY OF DANE

This instrument was acknowledged before me on 9-1-2011 (date) by SCOTT SEYMOOR
(name(s) of person(s)) as OFFICER (type of authority, e.g., officer, trustee, etc.) of

AMERICAN FAMILY MUTUAL INS. CO. (name of party on behalf of whom the instrument was executed).



[Signature]
(Signature of notary officer)
SCOTT SEYMOOR
Title (and Rank) VICE PRESIDENT
My commission expires: IS PERMANENT.