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LAW DEPARTMENT

STATE OF MICHIGAN
DEPARTMENT OF ENERGY, LABOR & ECONOMIC GROWTH
OFFICE OF FINANCIAL AND INSURANCE REGULATION

Before the Commissioner of the Office of Financial and Insurance Regulation

In the matter of:

Pacific Life Insurance Company
NAIC No. 67466

Enforcement Case No. 09-7523

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By: EA

Respondents
_____ /

Issued and entered
on 5/13/10 2010
by Stephen R. Hilker
Chief Deputy Commissioner

CONSENT ORDER AND STIPULATION

A. FINDING OF FACTS AND CONCLUSIONS OF LAW

It is alleged that the following statements are true and correct:

1. On or about December 6, 2006, Respondent Pacific Life Insurance Company notified the Office of Financial and Insurance Regulation ("OFIR") concerning the cancellation of William J. Lanava's life appointment with Pacific Life Insurance Company.
2. On January 25, 2007, OFIR cancelled William J. Lanava's life appointment with Respondent Pacific Life Insurance Company. This action prohibited William J. Lanava from writing any life insurance product including variable annuity contracts offered by Respondent Pacific Life Insurance Company.
3. From on or about June 2007 to November 2007, William J. Lanava completed four applications for a variable annuity contract offered by Respondent Pacific Life Insurance Company. William J. Lanava submitted the four applications to Pacific Life Insurance Company and Pacific Life Insurance Company issued the four annuity contracts.
4. On December 24, 2008, William J. Lanava was re-appointed with Respondent Pacific Life Insurance Company.

5. On January 8, 2009 and February 23, 2009, Respondent Pacific Life Insurance Company acknowledged that William J. Lanava was not appointed at the time he sold the annuity contracts.
6. At the time the variable annuity contracts were sold, William J. Lanava did not have an appointment with Respondent Pacific Life insurance Company, as required by Section 1208a(1) of the Michigan Insurance Code, ("Code"), 1956 PA 218, as amended, MCL 500.1208a(1).
7. In addition, Respondent Pacific Life Insurance Company failed to appoint William J. Lanava, as required by Section 1208a(2) of the Code, MCL 500.1208a(2).
8. Based upon the above actions, Respondent Pacific Life Insurance Company has committed acts that are grounds for the Commissioner ordering payment of a civil fine under Section 1244(1) of the Code, MCL 500.1244(1) for the Respondent's violating Section 1208a(2) of the Code, MCL 500.1208a(2).

B. ORDER

Based upon the findings of fact and conclusions of law above, and Respondent's stipulation to said facts, it is hereby ORDERED that:

1. Respondent Pacific Life Insurance Company shall immediately cease and desist from operating in a manner that violates Section 1208a(2) of the Code, MCL 500.1208a(2).
2. Respondent Pacific Life Insurance Company shall pay to the State of Michigan, a civil fine of One Thousand Dollars (\$1,000.00.) Upon issuance and entry of this Order, OFIR will send an Invoice to Respondent Pacific Life Insurance Company, and Respondent Pacific Life Insurance Company shall pay the fine by the due date printed on the Invoice.

OFFICE OF FINANCIAL AND
INSURANCE REGULATION

By: Stephen R. Hilker
Stephen R. Hilker
Chief Deputy Commissioner

C. STIPULATION

I have read and understand the consent order above. I agree that the Commissioner has jurisdiction and authority to issue this consent order pursuant to the Insurance Code. I waive the right to a hearing in this matter if this consent order is issued. I understand that this stipulation and consent order will be presented to the Commissioner for approval and the Commissioner may or may not issue this consent order. I waive any objection to the Commissioner deciding this case following a hearing in the event the consent order is not approved. I neither admit nor deny the facts set forth in the above consent order, but agree to the entry of this order.



Authorized Representative of
Pacific Life Insurance Company
NAIC No. 67466

Name & Title VP & Chief Compliance Officer

Dated: May 4, 2010

OFIR staff approves this stipulation and recommends that the Commissioner issue the above Consent Order.



William R. Peattie

Dated: 5/7/10