

February 22, 2013

Chairman Mike Dunleavy
Senate Labor and Commerce Committee
State Capitol, 5th Floor
Juneau, AK 99801

Re: SB 52 – An Act Concerning Portable Electronics Insurance

Dear Chairman Dunleavy:

On behalf of AT&T we would like to request your **support** of **SB 52** when it comes before you for consideration. AT&T provides the product that is at the heart of this bill—portable electronics insurance—to its wireless customers at its locations across the country. AT&T is a partner of Asurion, which administers the program providing portable electronic device insurance coverage to individuals purchasing portable electronic devices and services from AT&T.

We are in support of this bill because it modernizes existing law in the Insurance Code, which covers the licensure of limited lines insurance agents, by expanding the current law to appropriately regulate the offering of insurance covering “portable electronics.” The portable electronics concept authorizes a broad scope of coverage for consumer devices so that a law change is not necessary every time a new product is brought to the market.

The bill provides clarity and regulatory certainty to the regulated community regarding the licensure of wireless carriers for the sale of portable electronics insurance. We also support the consumer protections the bill offers, including training requirements for a vendor’s employees and authorized representatives selling this product, disclosure requirements at the point of sale, and others.

We have and are supporting this legislation in numerous other states and passing this bill will be consistent with the national trend for the regulation of portable electronic insurance coverage.

Again, AT&T would appreciate your favorable support of this legislation. If you have any questions, please feel free to contact me.

Sincerely,



Adam A. Grzybicki
President – AT&T Alaska