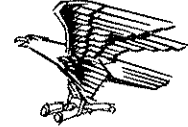




New York State Land Title Association, Inc.
Tradition, Excellence, Knowledge and Vision

Title Insurance:
Protecting Your Piece of the Planet

AMERICAN
LAND TITLE
ASSOCIATION



ALTA PRINCIPLES OF FAIR CONDUCT

- To engage only in business practices that are lawful and consistent with a high standard of ethical behavior.
- To encourage a culture of compliance within their organizations for federal and state laws that govern the title insurance business and for these Principles.
- To treat consumers in a fair and ethical manner.
- To provide consumers with timely and comprehensive information regarding their policies, services, products, and prices so as to enable consumers to shop effectively among providers of title-related services.
- To encourage and assist consumers to be educated purchasers of title insurance and title-related services.

Adopted by New York State Land Title Association, Inc.
November 27th, 2007