**Section 2010.APPENDIX A Interpretive Guidelines**

**Section 2010.ILLUSTRATION S Guideline to Section 2010.100**

This Section prohibits disparaging, unfair or incomplete comparisons of policies or benefits which would have a tendency to deceive or mislead the public. The Section does not preclude the use of comparisons by health maintenance organizations, prepaid health plans and other direct service organizations which describe the difference between their prepaid health benefits coverage and indemnity insurance coverage.