

STATE OF ILLINOIS
SECRETARY OF STATE
SECURITIES DEPARTMENT

IN THE MATTER OF: SAVE AVENUE,)
ITS OFFICERS, DIRECTORS,)
EMPLOYEES, AGENTS, AFFILIATES,) File No. 0600618
SUCCESSORS AND ASSIGNS,)
AND PAUL HOWARD)
)

SUMMARY ORDER TO CEASE AND DESIST

TO THE RESPONDENT: Paul Howard
Save Avenue
3200 Hayden Road
Scottsdale, Arizona 85251

On information and belief, I, Jesse White, Secretary of State, for the State of Illinois, through my designated representative, having been fully apprised in the premises by the staff of the Illinois Securities Department, Office of the Secretary of State, herein find:

1. That the Respondent, Save Avenue, is a purported business entity with a last known address of 3200 Hayden Road, Scottsdale, Arizona 85251;
2. That, at all times relevant the Respondent Paul Howard was an Officer, Director, Agent or Employee of Save Avenue;
3. That on or about August 7, 2006, Save Avenue, by and through its Officers, Directors, Employees, Agents, Affiliates, Successors and Assigns, including Paul Howard, offered and/or sold to at least one (1) resident of the State of Illinois, an opportunity to purchase supplies, equipment or services purportedly sufficient to enable the Illinois resident to start a business, including, but not limited to, providing and maintaining a web page which would list all products, as well as providing advertisement and shipping for said products, in return for total payments in the amount of \$6767.45;
4. That Save Avenue, by and through its Officers, Directors, Employees, Agents, Affiliates, Successors and Assigns, including Paul Howard, represented to the Illinois

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- resident, either directly or indirectly, that it would provide a marketing plan;
5. That on or about January 16, 2007, the Secretary of State sent a written request for information to the aforesaid Respondents Save Avenue and Paul Howard; that records of the Secretary of State indicate said Respondents Save Avenue and Paul Howard received this inquiry letter on January 22, 2007;
 6. That as of this date, the Secretary of State has not received a response from either aforesaid Respondent;
 7. That Section 5-5.10(a) of the Illinois Business Opportunity Sales Law of 1995, [815 ILCS 602 5-1 et seq.] (the "Act") provides, inter alia, that a business opportunity is a contract or agreement, between a seller and a purchaser, express or implied, orally or in writing, wherein it is agreed that the seller or a person recommended by the seller shall provide to the purchaser any product, equipment, supplies or services enabling the purchaser to start a business when the purchaser is required to make a payment to the seller or a person recommended by the seller and the seller represents directly or indirectly, orally or in writing, that the seller will provide a marketing plan;
 8. That the above-referenced promotion, solicitation or offer constitutes an offer and/or sale of a business opportunity as those terms are defined pursuant to Sections 5-5.10 and 5-5.20 of the Act;
 9. That Section 5-25 of the Act provides, inter alia, that it is unlawful for any person to offer or sell any business opportunity in the State of Illinois unless that business opportunity is registered under the Act or is exempt from registration under Section 5-10 of the Act;
 10. That Section 5-60(a)(2)(d) of the Act provides, inter alia, that the Secretary of State may require or permit any person to file a statement, under oath or otherwise as the Secretary of State determines, as to all the facts and circumstances concerning the matter to be investigated, and that it shall be a violation of the provisions of this Law for any person to fail to file with the Secretary of State any report, document or

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statement required to be filed under the provisions of this Section;

11. That Section 5-95 (b)(1) of the Act provides, inter alia, that no person shall, either directly or indirectly, fail to comply with the terms of any order issued pursuant to this Act or any rules adopted by the Secretary of State;
12. That Section 5-95(b)(2) of the Act provides, inter alia, that no person shall fail to file with the Secretary of State any report, document or answer required to be filed under the provisions of this Act or any rule made by the Secretary of State pursuant to this Act.
13. That at all times relevant, Respondent Save Avenue, by and through its Officers, Directors, Employees, Agents, Affiliates, Successors and Assigns, including Paul Howard, failed to obtain or file for registration of the above-referenced business opportunity prior to any offer or sale in the State of Illinois;
14. That at all times relevant, Respondent Save Avenue, by and through its Officers, Directors, Employees, Agents, Affiliates, Successors and Assigns, including Paul Howard, failed to respond to written requests for information sent to them by the Secretary of State;
15. That by virtue of the foregoing, Respondent Save Avenue, by and through its Officers, Directors, Employees, Agents, Affiliates, Successors and Assigns, including Paul Howard, has violated Sections 5-25, 5-60(a)(2)(d), and 5-95 (b)(1)(2) of the Act;
16. That Section 5-65 of the Act provides, inter alia, that whenever it appears to the Secretary of State that any person has engaged or is about to engage in any act or practice constituting a violation of the Act, the Secretary of State may issue an Order directing such person to cease and desist from engaging in any act or practice constituting a violation of any provision of the Act;
17. That based upon the foregoing, the Secretary of State hereby deems it necessary, in order to prevent Save Avenue, by and through its Officers, Directors, Employees, Agents, Affiliates, Successors and Assigns, including Paul Howard, from engaging in any act or

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practice in violation of the Act, to enter a Summary Order to Cease and Desist pursuant to the authority provided under Section 5-65 of the Act; and

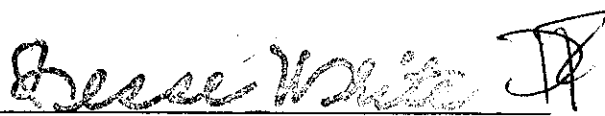
18. That based upon the foregoing, the Secretary of State has determined that the issuance of a Summary Order to Cease and Desist is in the public interest and is consistent with the purposes of the Act.

NOW THEREFORE, IT IS HEREBY ORDERED THAT: pursuant to the authority granted by Section 5-65 of the Act, Save Avenue, by and through its Officers, Directors, Employees, Agents, Affiliates, Successors and Assigns, including Paul Howard, is to **CEASE and DESIST** from offering and/or selling business opportunities in the State of Illinois or to residents of the State of Illinois until further order of the Secretary of State.

NOTICE is hereby given that the Respondents may request a hearing on this matter by transmitting such request in writing to Securities Director, Illinois Securities Department, 300 West Jefferson, Suite 300A, Springfield, Illinois 62702. Such request must be made within thirty (30) days of the entry of this Summary Order to Cease and Desist. Upon receipt of a request for hearing, a hearing will be scheduled. Request for hearing will not stop the effectiveness of this Summary Order to Cease and Desist.

FAILURE BY ANY RESPONDENT TO REQUEST A HEARING WITHIN THIRTY (30) DAYS AFTER ENTRY OF THIS SUMMARY ORDER TO CEASE AND DESIST SHALL CONSTITUTE AN ADMISSION OF ANY FACTS ALLEGED HEREIN AND CONSTITUTES SUFFICIENT BASIS TO MAKE THE CEASE AND DESIST ORDER FINAL.

ENTERED: This 13th day of April, 2007



JESSE WHITE
Secretary of State
State of Illinois

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