ALAN S. WEINGER
Deputy Commissioner
JUDY L. HARTLEY (CA BAR NO. 110628)
Senior Corporations Counsel
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Attorneys for Complainant

BEFORE THE DEPARTMENT OF CORPORATIONS

OF THE STATE OF CALIFORNIA

In the Matter of the Petition for Reinstatement of: GEPF, INC.	File No.: 603-G895 NOTICE OF PETITION FOR REINSTATEMENT (California Government Code Section 11522)

TO: Daniel Z. Zuckerman, Vice-President & Treasurer
GEPF, INC.
2835 North Naomi Street
Burbank, California 91504

KAMALA D. HARRIS
ATTORNEY GENERAL, STATE OF CALIFORNIA
Department of Justice
P.O. Box 944255
Sacramento, California 94244-2550

Pursuant to Government Code section 11522, you are hereby notified that on November 4, 2011, Respondent, GEPF, Inc. ("GEPF"), filed a Petition for Reinstatement of License or Reduction of Penalty ("Petition") with the California Corporations Commissioner ("Commissioner"). A true and correct copy of the Petition without exhibits is attached hereto and incorporated herein as Exhibit 1.

State of California – Department of Corporations

The Commissioner, on May 12, 2010 to be effective May 26, 2010, issued an order revoking the California Finance Lender license of GEPF for failure to file its annual report as required by Financial Code section 22159. A true and correct copy of the revocation order is attached hereto and incorporated herein as Exhibit 2.

YOU ARE HEREBY FURTHER NOTIFIED that written argument and/or further written argument may be presented in this matter and should be received by the Department of Corporations **on or before April 6, 2012** at its office located at 320 W. 4th Street, Suite 750, Los Angeles, California 90013-2344, attention: Judy L. Hartley, Senior Corporations Counsel.

The Commissioner shall render a decision in this matter on or before April 20, 1012.

Dated: March 23, 2012
Los Angeles, Ca

JAN LYNN OWEN
California Corporations Commissioner

By_____
Judy L. Hartley
Senior Corporations Counsel