STATE OF CALIFORNIA
DEPARTMENT OF CORPORATIONS

ORDER

In the matter of	)	REVOKING CALIFORNIA FINANCE LENDERS LICENSE
	)	PURSUANT TO SECTION 22715
	)	FINANCIAL CODE
PACIFIC ONE FINANCIAL (SECURED MARKETING CONCEPTS CORP., DBA)		
Respondent	)	File No. 603H203
	)	
License under the	)	
California Finance Lenders Law	)	

The Commissioner finds that the annual reports as required by Section 22159 of the Finance Code has not been filed, although notification to the Respondent to file the report was duly sent on or about April 27, 2010.

THEREFORE, GOOD CAUSE APPEARING, Respondent's California Finance Lenders License is revoked effective May 26, 2010 pursuant to Section 22715 of the Financial Code, unless the annual report is received by the Department of Corporations at the office located on **320 West 4th Street, Suite 750, Los Angeles, CA 90013,** no later than the close of business on May 25, 2010. On the effective date of this Revocation Order, if the annual report has not been filed, you are hereby ordered and directed to discontinue the making or brokering of any loan made pursuant to the California Finance Lenders Law. You are also ordered and directed to discontinue all activity conducted pursuant to Section 22340 and Section 22600 of the Financial Code within 60 days of the effective date of this Order.

This ORDER is to remain in full force and effect until the further written order of the Commissioner of Corporations.

Section 22715 of the Financial Code provides as follows:

> The commissioner may by order summarily suspend or revoke the license of any licensee if that person fails to file the report required by Section 22159 within 10 days after notice by the commissioner that such report is due and not filed. If, after an order is made, a request for hearing is filed in writing within 30 days and the hearing is not held within 60 days thereafter, the order is deemed rescinded as of its effective date.

Dated: Los Angeles, California
May 12, 2010

PRESTON DUFAUCHARD
California Corporations Commissioner

Effective: May 26, 2010

By_____
PATRICIA R. SPEIGHT
Special Administrator
California Finance Lenders Law