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STATE OF CALIFORNIA
BUSINESS, TRANSPORTATION AND HOUSING AGENCY
DEPARTMENT OF CORPORATIONS

TO PRETTY COOL, INC.
DBA COOL CASH
13662 Newport Avenue, #E
Tustin, CA 92780

AMENDED
CITATIONS
AND
DESIST AND REFRAIN ORDER
(Pursuant to California Financial Code section 23050 and 23058)

The California Corporations Commissioner finds that:

1. Pretty Cool, Inc. dba Cool Cash, hereinafter (“Licensee”) is, and was at all relevant times herein a corporation authorized to conduct business in California with its principal place of business located at 13662 Newport Avenue, #E, Tustin, CA 92780 (“Location 1”). Licensee has additional licensed business locations at 3403 E. Chapman Avenue, Orange, CA 95404 (“Location 2”) and 139 N. Raymond Ave., Fullerton, CA 92831 (“Location 3”).

2. On or about December 31, 2004, Licensee obtained licenses from the California Corporations Commissioner (“Commissioner”) to engage in the business of deferred deposit transactions at Location 1, January 13, 2005 to engage in the business of deferred deposit transactions at Location 2 and September 6, 2006 to engage in the business of deferred deposit transactions at Location 3.

3. An examination of Licensee conducted by the Commissioner on October 27, 2007 disclosed the following violations at Locations 1 and 2.

Citation A- Location 1. Licensee electronically debited the customers’ bank accounts for less than the full amount of the customer’s checks on multiple occasions in order to recover the outstanding loan in violation of Financial Code section 23035 (e). Licensee was notified of this violation during the previous regulatory examination conducted on October 5, 2006 at Location 1.

Citation B - Location 2. . Licensee electronically debited the customers’ bank accounts for less than the full amount of the customer’s checks on multiple occasions in order to recover the

1 outstanding loan in violation of Financial Code section 23035 (e). Licensee was notified of this
2 violation during the previous regulatory examination conducted on October 5, 2006 at Location 1.

3 Citation C, Location 2. Licensee failed to post license in conspicuous view of public at
4 licensed location in violation of Financial Code section 23018.

5 Pursuant to California Financial Code section 23058, Licensee is hereby ordered to pay to
6 the Commissioner an administrative penalty for Locations 1, 2 and 3 in the total amount \$5,250
7 for the following Citations within 30 days from the date of these Citations.

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9 Citation A, Location 1.	\$2,500
10 Citation B, Location 2.	\$2,500
11 Citation C, Location 3.	\$ 250

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13 Pursuant to California Financial Code section 23050 and 23058, Licensee is hereby
14 ordered to desist and refrain from engaging in the business of deferred deposit transactions in the
15 State of California in violation of the above referenced sections.

16 These Citations and Desist and Refrain Order are necessary, in the public
17 interest, for the protection of consumers and is consistent with the purposes, policies and
18 provisions of the California Deferred Deposit Transaction Law. These Citations and Desist and
19 Refrain Order shall remain in full force and effect until further order of the Commissioner.

20 These Citations are separate from any further action that may include other
21 administrative, civil or criminal remedies that the Commissioner may take based upon the
22 violations of law cited herein or otherwise.

23 California Financial Code section 23058 provides, in relevant part:

24 (a) If, upon inspection, examination or investigation, based upon a
25 complaint or otherwise, the department has cause to believe that a person
26 is engaged in the business of deferred deposit transactions without a license,
27 . . . the department may issue a citation to that person in writing, describing
28 with particularity the basis of the citation. Each citation may contain . . . an
assessment of an administrative penalty not to exceed two thousand five hundred
dollars (\$2,500)

(c) If within 30 days from the receipt of the citation of the person cited fails

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to notify the department that the person intends to request a hearing as described in subdivision (d), the citation shall be deemed final.

(d) Any hearing held under this section shall be conducted in accordance with Chapter 5 (commencing with Section 11500) of Part 1 of Division 3 of Title 2 of the Government Code

California Financial Code section 23050 provides:

Whenever, in the opinion of the commissioner, any person is engaged in the business of deferred deposit transactions, as defined in this division, without a license from the commissioner, or any licensee is violating any provision of this division, the commissioner may order that person or licensee to desist and to refrain from engaging in the business or further violating this division. If, within 30 days, after the order is served, a written request for a hearing is filed and no hearing is held within 30 days thereafter, the order is rescinded.

The request for a hearing may be made by delivering or mailing a written request to:

Steven Thompson
Special Administrator
California Deferred Deposit Transaction Law
Department of Corporations
320 West 4th Street, Ste. 750
Los Angeles, California 90013-2344
(213) 576-7610

Dated: August 5, 2008
Los Angeles, CA

PRESTON DUFAUCHARD
California Corporations Commissioner

By _____
STEVEN C. THOMPSON
Special Administrator
California Deferred Deposit Transaction Law