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

TO: Cash Advance Expert
cashadvanceexpert.com

Tip Top Cash
tiptopcash.net

Radio Cash 500
radiocash500.com

Radio Cash
radiocash.com

DESIST AND REFRAIN ORDER
(For violations of California Financial Code Sections 23005 and 23027)

The California Corporations Commissioner (“Commissioner”) finds that:

1. Cash Advance Expert and cashadvanceexpert.com are and were at all relevant times herein, businesses of unknown legal status with unknown addresses. Cash Advance Expert and cashadvanceexpert.com represent that they maintain other web sites, including Tip Top Cash and tiptopcash.net; Radio Cash 500 and radiocash500.com; and Radio Cash and radiocash.com (hereinafter all referred to as Cash Advance Expert).

2. Cash Advance Expert offers loans through its web sites of up to \$1,500 within 24 hours and claims to provide information to lenders. Borrowers are able to apply for loans through the Cash Advance Expert web sites.

3. Cash Advance Expert provides testimonials from consumers on their web site.

On September 14, 2009 Cash Advance Expert advertised a testimonial from Melissa R., Sacramento, CA April 28, 2009. The same picture and testimonial was then advertised on

1 September 15, 2009 as being from Allison L., Grand Rapids., MI, April 3, 2009.

2 4. A deferred deposit transaction is a written transaction whereby one person gives
3 funds to another person upon receipt of a personal check and it is agreed that the personal check
4 shall not be deposited until a later date.

5 5. Cash Advance Expert has not been issued a license by the Commissioner
6 authorizing it to engage in the business of deferred deposit transactions under the
7 California Deferred Deposit Transaction Law (“CDDTL”) (California Financial Code §§ 23000
8 et seq.).

9 6. Cash Advance Expert is not exempt from the licensing requirements of California
10 Financial Code section 23005.

11 7. By reason of the foregoing, Cash Advance Expert has engaged in the
12 business of deferred deposit transactions by offering, originating, making, or arranging a deferred
13 deposit transaction for a deferred deposit originator or acting as an agent for or assisting in the
14 origination of a deferred deposit transaction and are engaging in the business of deferred deposit
15 transactions without having first obtained a license from the Commissioner in violation of
16 California Financial Code section 23005.

17 8. Cash Advance Expert has advertised, printed, displayed, published, distributed or
18 broadcasted a statement or representation with regard to the business subject to the CDDTL that
19 is false, misleading or deceptive in violation of California Financial Code section 23027.

20 Pursuant to California Financial Code section 23050, Cash Advance Expert,
21 cashadvanceexpert.com, Tip Top Cash, tiptopcash.net, Radio Cash 500, radiocash500.com,
22 Radio Cash and radiocash.com are hereby ordered to desist and refrain from engaging in the
23 business of deferred deposit transactions in the State of California without first obtaining a
24 license from the Commissioner or otherwise being exempt. Tip Top Cash, tiptopcash.net, Radio
25 Cash 500, radiocash500.com, Radio Cash and radiocash.com are also hereby ordered to desist
26 and refrain from advertising, printing, displaying, publishing, distributing or broadcasting a
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1 statement or representation with regard to the business subject to the CDDTL that is false,
2 misleading or deceptive.

3 This Order is necessary, in the public interest, for the protection of consumers and is
4 consistent with the purposes, policies and provisions of the California Deferred Deposit
5 Transaction Law. This order shall remain in full force and effect until further order of the
6 Commissioner.

7 California Financial Code section 23050 provides in pertinent part:

8 Whenever, in the opinion of the commissioner, any person is engaged in the
9 business of deferred deposit transactions, as defined in this division, without
10 a license from the commissioner, or any licensee is violating any provision of this
11 division, the commissioner may order that person or licensee to desist and to refrain
12 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.

13 Dated: September 16, 2009
14 Los Angeles, CA

PRESTON DUFAUCHARD
Corporations Commissioner

15 By _____
16 Alan S. Weinger
17 Deputy Commissioner
18 Enforcement Division
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