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

TO: Raymond Charles Anderson Traffic Alert Systems, Inc.
A.K.A. R.C. Anderson Helmet Alert Systems, Inc.
2045 Burton Street, # 53 Elite Custom Cleaners, Inc.
San Diego, CA 92111 2764 Lake Sahara Drive, Suite 111
and Las Vegas, NV 89117
5715 Baltimore Drive, # 154
La Mesa, CA 91942
and
2364 Fulham Way
San Diego, CA 92139

DESIST AND REFRAIN ORDER
(For violations of section 25110 of the Corporations Code)

1. At all relevant times, Traffic Alert Systems, Inc., is and was a Nevada corporation, first incorporated on November 15, 2002. At all relevant times, Raymond Charles Anderson, also known as R.C. Anderson (“Anderson”), is and was the President and control person of Traffic Alert Systems, Inc.
2. At all relevant times, Helmet Alert Systems, Inc., is and was a Nevada corporation, first incorporated on December 15, 2003. At all relevant times, Anderson is and was the President and control person of Helmet Alert Systems, Inc.
3. At all relevant times, Elite Custom Cleaners, Inc., is and was an entity of unknown form. At all relevant times, Anderson is and was the control person of Elite Custom Cleaners, Inc.
4. Beginning in or about May 2005, Anderson, Traffic Alert Systems, Inc. and Helmet Alert Systems, Inc., offered and sold securities, in the form of shares of common stock, in Traffic Alert Systems, Inc. and Helmet Alert Systems, Inc.

1 5. Beginning in or about August 2005, Anderson and Elite Custom Cleaners, Inc. offered and
2 sold securities, in the form of shares of common stock, in Elite Custom Cleaners, Inc.

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4 6. Through solicitations in the form of in person sales presentations, Anderson, Traffic Alert
5 Systems, Inc., Helmet Alert Systems, Inc. and Elite Custom Cleaners, Inc., offered and sold securities
6 to California residents.

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8 7. The purported purpose of the Traffic Alert offering is to raise funds for the development and
9 implementation of the Traffic Alert concept: a traffic sign which activates at the presence of in route
10 emergency vehicles in order to alert motorists and pedestrians of an approaching emergency vehicle.

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12 8. The purported purpose of the Helmet Alert offering is to raise funds for the development and
13 implementation of the Helmet Alert concept: a motorcycle/bicycle helmet with embedded lights for
14 rider visibility and safety.

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16 9. The purported purpose of the Elite Custom Cleaners offering is to raise funds for the
17 development and implementation of the Elite Custom Cleaners concept: a combination coffee shop
18 and dry cleaner.

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20 10. These securities were offered and sold in the State of California in issuer transactions. The
21 Department of Corporations has not issued a permit or other form of qualification authorizing any
22 person to offer and sell these securities in this state.

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