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

TO: Matthew Anton Mills, Chairman of the Board, Chief Executive Officer and President
Pacific Shore Holdings, Inc.
9736 Eton Avenue
Chatsworth, California 91311

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

The California Commissioner of Business Oversight finds that:

1. At all relevant times, Matthew Anton Mills (hereinafter “Mills”) was Chairman of the Board, Chief Executive Officer, and/or President of Pacific Shore Holdings, Inc. (hereinafter “Pacific Shore Holdings”), a California corporation using address 9736 Eton Avenue, Chatsworth, California, and a website address of www.pac-sh.com.

2. On or about June 16, 2011, Mills and Pacific Shore Holdings offered or sold securities in the form of shares of Pacific Shore Holdings. The shares were also sold through Greg Kruehl and M2M Consulting, who offered or sold the securities on behalf of Pacific Shore Holdings.

3. Through cold-calling and/or other means of general solicitation, Mills and Pacific Shore Holdings offered or sold six million shares at \$0.50 per share to raise \$3 million.

4. The purported purpose of the offering was to raise funds to manufacture and market the company’s branded and non-branded product lines, to aggressively market all products and services, to purchase additional inventory and improve cash flow and for general working capital purposes. Investors are told that Pacific Shore Holdings has recently developed two new lip balm products which it is currently selling over the Internet and to domestic and foreign distribution

1 outlets, including the Energy-X® lip balm and the Burner Balm®. Investors are also told that the
2 company plans to manufacture and distribute a woman’s lip gloss and other cosmetic products to be
3 called Jen 10 or Jen-X and also manufactures and distributes two essential oil products which it owns
4 called Nature-Cide® and Home Spa Shower Spray. Investors are further told that Pacific Shore
5 Holdings owns an exclusive license to sell a natural therapeutic heating/cooling treatment pack called
6 Thermal-Aid® granted to it by Mills.

7 5. These securities were offered or sold in this state in issuer transactions. The
8 Department of Business Oversight, formerly the Department of Corporations, has not issued a permit
9 or other form of qualification authorizing any person to offer or sell these securities in this state.
10

11 Based upon the foregoing findings, the California Commissioner of Business Oversight is of
12 the opinion that the shares of Pacific Shore Holdings are securities subject to qualification under the
13 California Corporate Securities Law of 1968 and are being or have been offered or sold without being
14 qualified in violation of Corporations Code section 25110. Pursuant to section 25532 of the
15 Corporate Securities Law of 1968, Matthew Anton Mills and Pacific Shore Holdings, Inc. are hereby
16 ordered to desist and refrain from the further offer or sale in the State of California of securities,
17 including but not limited to shares, unless and until qualification has been made under the law, or
18 unless exempt.

19 This Order is necessary, in the public interest, for the protection of investors and consistent
20 with the purposes, policies, and provisions of the Corporate Securities Law of 1968.

21 Dated: August 7, 2013
22 Sacramento, California

23 JAN LYNN OWEN
24 California Commissioner of Business Oversight

25
26 By _____
27 MARY ANN SMITH
28 Deputy Commissioner
Enforcement Division