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

**TO: PAYDAY LOAN STORE OF CALIFORNIA, INC.**  
**1605 S. Hoover**  
**Los Angeles, CA 90006**

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

The California Corporations Commissioner finds that:

1. Payday Loan Store of California, Inc., 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 1605 S. Hoover, Los Angeles, CA 90006 (“Location 1”). Licensee has additional licensed business locations as follows:

- Location 2. 13022 S. Atlantic Avenue, Compton, CA 90221
- Location 3. 9714 Woodman, Arleta, CA 91331
- Location 4. 2324 Whittier Avenue, Los Angeles, CA 90023
- Location 5. 3217 East Florence Avenue, Huntington Park, CA 90255
- Location 6. 11301 Long Beach Blvd., Lynwood,, CA 90262
- Location 7. 2601 S. La Brea Ave., Los Angeles, CA 90016
- Location 8. 1570 S. Western, Los Angeles, CA 90006
- Location 9. 1545 W. Pico Blvd., Los Angeles, CA 90015
- Location 10. 10048 Hawthorne Blvd., Inglewood, CA 90304
- Location 11. 198 E. Carson, Carson, CA 90745
- Location 12. 15039 S. Prairie, Hawthorne, CA 90260

1           2.       On or about December 31, 2004, Licensee obtained licenses from the California  
2 Corporations Commissioner (“Commissioner”) to engage in the business of deferred deposit  
3 transactions at Locations 1 and 2, subsequently obtaining licenses for Locations 3 through 12.

4           3.       An examination of Licensee conducted by the Commissioner on June 11, 2008 at  
5 Locations 2 through 8 disclosed the following violations at the following locations.

6           Citation A, Locations 1 through 8. Licensee made deferred deposit transactions with terms  
7 greater than 31 days in violation of California Financial Code section 23035 (a).

8           Citation B, Location 4. Licensee failed to post license in conspicuous view of the public in  
9 its licensed location in violation of Financial Code section 23018.

10           Pursuant to California Financial Code section 23058, Licensee is hereby ordered to pay to the  
11 Commissioner an administrative penalty in the total amount of \$3,000 for the following Citations  
12 within 30 days from the date of these Citations.

13 Citation A, Locations 1 through 8.                   \$2,500

14 Citation B, Location 4.                                 \$ 500

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

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

22           These Citations and Desist and Refrain Order are separate from any further action that may  
23 include other administrative, civil or criminal remedies that the Commissioner may take based upon  
24 the violations of law cited herein or otherwise.

25  
26           California Financial Code section 23058 provides, in relevant part:

27                   (a) If, upon inspection, examination or investigation, based upon a  
28                   complaint or otherwise, the department has cause to believe that a person  
                  is engaged in the business of deferred deposit transactions without a license,  
                  . . . the department may issue a citation to that person in writing, describing

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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 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 4<sup>th</sup> Street, Ste. 750  
Los Angeles, California 90013-2344  
(213) 576-7610

Dated: August 18, 2008  
Los Angeles, CA

PRESTON DUFAUCHARD  
California Corporations Commissioner

By \_\_\_\_\_  
Steven C. Thompson  
Special Administrator  
California Deferred Deposit Transaction Law

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3 transactions at Locations 1 and 2, subsequently obtaining licenses for Locations 3 through 16.

4           3.       An examination of Licensee conducted by the Commissioner on June 11, 2008 at  
5 Locations 2 through 8 disclosed the following violations at locations 25, 26, 30 and 43.

6           Citation A, Locations 1 through 8. Licensee made deferred deposit transactions with terms  
7 greater than 31 days in violation of California Financial Code section 23035 (a).

8           Citation B, Location 4. Licensee failed to post license in conspicuous view of the public in  
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18           These Citations and Desist and Refrain Order are necessary, in the public  
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20 provisions of the California Deferred Deposit Transaction Law. These Citations and Desist and  
21 Refrain Order shall remain in full force and effect until further order of the Commissioner.

22           These Citations and Desist and Refrain Order are separate from any further action that may  
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Special Administrator  
California Deferred Deposit Transaction Law  
Department of Corporations  
320 West 4<sup>th</sup> Street, Ste. 750  
Los Angeles, California 90013-2344  
(213) 576-7610

Dated: August 8, 2008  
Los Angeles, CA

PRESTON DUFAUCHARD  
California Corporations Commissioner

By \_\_\_\_\_  
Steven C. Thompson  
Special Administrator  
California Deferred Deposit Transaction Law