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

TO: PRONTO FINANCIAL SERVICES, INC.
DBA PRONTO CASH ADVANCE
4214 BEVERLY BOULEVARD, #204
Los Angeles, CA 90004

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

The California Corporations Commissioner finds that:

1. Pronto Financial Services, Inc. dba Pronto Cash Advance, 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 4212 S. Beverly Boulevard, #204, Los Angeles, CA 90004 (“Location 1”). Licensee has additional licensed business locations at 8133 Arroyo Drive, Rosemead, CA 91770 (“Location 2”) and 13653 Vanowen Street, Van Nuys, CA 91495 (“Location 2”).

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 Locations 1, February 21, 2006 to engage in business Location 2 and April 24, 2007 to engage in business at Location 3.

3. An examination of Licensee conducted by the Commissioner on April 9, 2007 disclosed the following violations at Locations 1, 2 and 3. .

Citation A - Location 1. Licensee failed to include Department’s correct toll free telephone number, which is 1-(866) Ask Corp (275-2677), in the notice required to be provided to the customers prior to entering into a deferred deposit transaction in violation of Financial Code section 23035 (c) (4).

Citation B - Location 2. Licensee failed to include Department’s correct toll free telephone

1 number, which is 1-(866) Ask Corp (275-2677), in the notice required to be provided to the
2 customers prior to entering into a deferred deposit transaction in violation of Financial Code section
3 23035 (c) (4).

4 Citation C - Location 3. Licensee failed to include Department’s correct toll free telephone
5 number, which is 1-(866) Ask Corp (275-2677), in the notice required to be provided to the
6 customers prior to entering into a deferred deposit transaction in violation of Financial Code section
7 23035 (c) (4).

8 Pursuant to California Financial Code section 23058, Licensee is hereby ordered to pay to
9 the Commissioner an administrative penalty for Location 1 in the total amount \$4,500 for the
10 following Citation within 30 days from the date of this Citation.

11
12 Citation A – Location 1. \$1,500

13 Citation B – Location 2 \$1,500

14 Citation C – Location 3. \$1,500

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

18 This Citation 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. This Citation and Desist and
21 Refrain Order shall remain in full force and effect until further order of the Commissioner.

22 This Citation is separate from any further action that may include other administrative,
23 civil or criminal remedies that the Commissioner may take based upon the violations of law cited
24 herein or otherwise.

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

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

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

Dated: May 13, 2008
Los Angeles, CA

PRESTON DUFAUCHARD
California Corporations Commissioner

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