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

TO: CHRIS VOLEK
DI VOLEK
HAIR TECH, INC. dba HAIR TECH INTERNATIONAL, INC.
DREAMCATCHERS by PARIS HILTON
801 Sierra Drive
Beverly Hills, CA 90210

CITATION
AND
DESIST AND REFRAIN ORDER
(For violations of sections 31110 and 31201 of the Corporations Code)

The California Corporations Commissioner finds that:

1. Hair Tech, Inc. dba Hair Tech International, Inc. (“Hair Tech”) is, and was, at all relevant times, a Georgia Corporation with its principal office located at 801 Sierra Drive, Beverly Hills, CA 902102.
2. At all relevant times, Chris Volek was the CEO and control person of Hair Tech.
3. At all relevant times, Di Volek was a control person of Hair Tech.
4. Chris Volek, Dreamcatchers by Paris Hilton, Di Volek, and Hair Tech have engaged in the offer and sale of franchises to California residents. The franchises are for the exclusive right to sell Dreamcatchers by Paris Hilton (Dreamcatchers) hair extensions in a designated zip code. The franchisee is required to pay \$1,000 per zip code and attend a two-day mandatory training seminar before they can sell and distribute the Dreamcatchers hair extensions. At the training seminar, franchisees sign an Agreement in which they are required to follow Hair Tech’s directives in the use of “trademarks, logos or advertising material.” Hair Tech provides marketing materials to franchisees, including posters of Paris Hilton. Additionally, Hair Tech operates a toll-free phone

1 number that allows a caller to enter their zip code and have their call automatically re-routed to the
2 nearest Dreamcatchers franchisee. A franchisee is required to pay \$500 bi-annually to Hair Tech for
3 the costs of marketing, brand awareness, and toll-free phone referral.

4 5. Beginning in or about May 2007, Chris Volek, Di Volek, Hair Tech, and
5 Dreamcatchers offered and sold Dreamcatchers franchises to members of the general public through
6 solicitations that included, but were not limited to, the advertisement of Dreamcatchers franchise
7 opportunities in news publications targeted toward hair professionals and the maintenance of an
8 internet website at www.dreamcatchers.com.

9 6. At no time prior to the sale of Dreamcatchers franchises did Hair Tech provide the
10 prospective franchisee with a Uniform Franchise Offering Circular approved by the Department.

11 7. Hair Tech, Chris Volek, Di Volek and Dreamcatchers have not been registered to
12 offer franchises under the California Franchise Investment Law, and are not exempt from
13 registration under Chapter 1, beginning with California Corporations Code § 31110, of that law.

14 8. In connection with the offer and sale of franchises, Hair Tech, Dreamcatchers, Chris
15 Volek, Di Volek, and Dreamcatchers represented to potential franchisees that they could purchase
16 the exclusive right to sell Dreamcatchers by Paris Hilton hair extensions in a designated zip code.
17 Hair Tech, Dreamcatchers, Chris Volek, and Di Volek, represented that the franchise was a “Unique
18 Business Opportunity. Exclusive to: One Salon. One Zip Code.” Furthermore, Hair Tech,
19 Dreamcatchers, Chris Volek, and Di Volek represented that, “Unlike other hair extension suppliers
20 (who will sell to anyone) you own the exclusive rights to Dreamcatchers in your zip code – locking
21 out your competitor, “ when in fact Hair Tech, Dreamcatchers, Chris Volek, and Di Volek, re-sold
22 the same zip code to multiple franchisees, allowing more than one salon to sell and distribute
23 Dreamcatchers hair extensions in the same zip code.

24 Based on the foregoing findings, the California Corporations Commissioner is of the opinion
25 that Hair Tech, Inc. dba Hair Tech International, Inc., Dreamcatchers by Paris Hilton, Chris Volek,
26 and Di Volek have engaged in the offer and sale of franchises in this state that are subject to
27 registration under the Franchise Investment Law without the offer first being registered, in violation
28 of California Corporations Code § 31110.

Pursuant to California Corporations Code §§ 31402 and 31406, Hair Tech, Inc. dba Hair
Tech International, Inc., Dreamcatchers by Paris Hilton, Chris Volek, and Di Volek are hereby

1 ordered to desist and refrain from the further offer or sale of franchises, including but not limited to,
2 Dreamcatchers by Paris Hilton franchises unless and until the offers have been duly registered under
3 the Franchise Investment Law, or exempt.

4 The California Corporations Commissioner is further of the opinion that Hair Tech, Inc. dba
5 Hair Tech International, Inc., Dreamcatchers by Paris Hilton, Chris Volek, and Di Volek have also
6 engaged in the offer and sale of franchises in this state by means of oral and written communication,
7 which include an untrue statement of a material fact and which omitted to state material facts
8 necessary in order to make the statements made, in light of the circumstances under which they were
9 made, not misleading, in violation of California Corporations Code § 31201.

10 Pursuant to California Corporations Code §§ 31402 and 31406, Hair Tech, Inc. dba Hair
11 Tech International, Inc., Dreamcatchers by Paris Hilton, Chris Volek, and Di Volek are hereby
12 ordered to desist and refrain from the further offer or sale of Dreamcatchers by Paris Hilton
13 franchises by means of written or oral communication which includes an untrue statement of a
14 material fact or omits to state a material fact necessary in order to make the statements made, in the
15 light of the circumstances under which they were made, not misleading.

16 This Citation and Desist and Refrain Order are necessary, in the public interest, for the
17 protection of investors and consistent with the purposes, policies, and provisions of the Corporate
18 Securities Law of 1968.

19 Dated: January 17, 2008
20 Los Angeles, California

21 PRESTON DuFAUCHARD
22 California Corporations Commissioner

23 By _____

24 ALAN S. WEINGER
25 Lead Corporations Counsel
26 Enforcement Division
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