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

TO: SHORELINE MESSAGING SYSTEMS, INC.,
dba BRE CONSULTING GROUP, INC.,
dba M411 MEDIA GROUP
301 East Ocean Boulevard,
Long Beach, California 90802

WILLIAM NORRIS HERRED
2306 Sweeney Road
Lompoc, California 93436

SCOTT LYMAN WARREN
922 Castillo Street, #243
Santa Barbara, California 93101

DESIST AND REFRAIN ORDER
(For Violations of sections 25110 and 25401 of the Corporations Code)

The California Corporations Commissioner finds that:

1. At all relevant times herein, Shoreline Messaging Systems, Inc., dba BRE Consulting Group, Inc., dba M411 Media Group (collectively "Shoreline"), was a Colorado Corporation, with its principal place of business located at 301 East Ocean Boulevard, Long Beach, California 90802.

2. Shoreline originated from a company that was initially incorporated in Colorado in or about December 1996, under the name Zirconium Capital Corp. ("Zirconium") In or about July 2002, Zirconium filed Articles of Amendment to its Articles of Incorporation with the Colorado Secretary of State whereby it changed its name from Zirconium to BRE Consulting Group, Inc. Thereafter, in or about July 2004, BRE Consulting Group, Inc., filed a Statement of Change with the Colorado Secretary of State adopting Shoreline Messaging Systems, Inc., as its new name. In or about June 2004, BRE Consulting Group, Inc., filed a Fictitious Business Name Statement with the County of Santa Barbara, California to use the fictitious name of M411 Media Group.

1 3. At all relevant times herein, Scott Lyman Warren (“Warren”) is, and was, President
2 and Chief Executive Officer of Shoreline. William Norris Herred (“Herred”) was Chief Operating
3 Officer of Shoreline. Herred represented to investors that he was a co-founder of Shoreline.

4 4. Beginning in or about June 2004, Shoreline, Herred and Warren offered and sold at
5 least 7,050,000 shares of common stock of BRE Consulting Group, Inc., (now known as Shoreline
6 Messaging Systems, Inc.,) at 0.01 cent per share for a total amount of \$70,500, to investing
7 members of the public.

8 5. The purported purpose of the offering was to raise necessary working capital for
9 further development of Shoreline’s planned business, including but not limited to, starting up a
10 mobile telephone web based directory service.

11 6. These securities were offered or sold in this state in issuer transactions. The
12 Department of Corporations has not issued a permit or other form of qualification authorizing any
13 person to offer and sell these securities in this state.

14 7. Additionally, Herred offered and sold at least 3,250,000 shares of common stock of
15 BRE Consulting Group, Inc., (now known as Shoreline Messaging Systems, Inc.,) that he
16 personally owned, at 0.01 cent per share for a total amount of \$32,500 to California residents.

17 8. In connection with the offer and sale of Shoreline stock, Shoreline, Herred and
18 Warren omitted to disclose to investors that:

- 19 (a) In 1996 the National Association of Securities Dealers, Inc., (“NASD”), ordered
20 Herred to pay a fine of \$5,000 and to reimburse customers \$22,427.14 for charging
21 customers more than a fair markup in the sale of securities, and failing to disclose
22 to customers that the markups was unfair.
- 23 (b) In 1997 Herred’s membership in the NASD was suspended for failure to comply
24 with formal written requests to submit financial information to NASD.
- 25 (c) Herred’s registration with NASD was revoked in 1997 after Herred failed to pay
26 fines, costs, and/or provide proof of restitution in connection with violations.

27 9. In connection with the offer and sale of Shoreline common stock that Herred
28 personally owned, Herred misrepresented to investors that the common stock he was selling was

1 being issued by Shoreline when in fact Herred was the bona fide owner of the common stock and
2 was selling it for his own account. Further, in connection with the sale of Shoreline stock Herred
3 personally owned, Herred failed to disclose to investors the facts referenced above in paragraph 8
4 (a)-(c).

5 Based on the foregoing findings, the California Corporations Commissioner is of the
6 opinion that the securities in the form of common stock in Shoreline that were offered or sold in
7 issuer transactions are securities subject to qualification under the California Corporate Securities
8 Law of 1968, and are being or have been offered or sold without being qualified in violation of
9 Section of 25110 of the Corporate Securities Law of 1968. Pursuant to Section 25532 of the
10 Corporate Securities Law of 1968, Shoreline Messaging Systems, Inc., dba BRE Consulting
11 Group, Inc., dba M411 Media Group, William Norris Herred, and Scott Lyman Warren are hereby
12 ordered to desist and refrain from the further offer or sale in the State of California of securities,
13 including but not limited to common stock in Shoreline, unless and until qualification has been
14 made under the law or unless exempt.

15 Further, the California Corporations Commissioner is of the opinion that Shoreline
16 securities were offered or sold in this state by means of written or oral communications which
17 included an untrue statement of a material fact or omitted to state a material fact necessary in order
18 to make the statements made, in the light of the circumstances under which they were made, not
19 misleading, in violation of section 25401 of the Corporate Securities Law of 1968. Pursuant to
20 Section 25532 of the Corporate Securities Law of 1968, Shoreline Messaging Systems, Inc., dba
21 BRE Consulting Group, Inc., dba M411 Media Group, William Norris Herred and Scott Lyman
22 Warren are hereby ordered to desist and refrain from offering or selling or buying or offering to
23 buy any security in the State of California, including but not limited to, common stock in
24 Shoreline, by means of written or oral communication which includes an untrue statement of a
25 material fact or omits to state a material fact necessary in order to make the statements made, in
26 the light of the circumstances under which they were made, not misleading.

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

Dated: May 31, 2006
Los Angeles, CA

WAYNE STRUMPFER
Acting Corporations Commissioner

By _____
ALAN S. WEINGER
Acting Deputy Commissioner
Enforcement Division