

**STATE OF ILLINOIS  
SECRETARY OF STATE  
SECURITIES DEPARTMENT**

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IN THE MATTER OF: BLUE HORIZONS GROUP, L.L.C.,  
Its managers, officers, directors, employees, agents, affiliates,  
successors and assigns.

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) FILE NO. 1100028  
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**ORDER TO CEASE AND DESIST**

**TO THE RESPONDENT:** Blue Horizons Group, L.L.C.  
2375 East Camelback Rd, 5<sup>th</sup> Floor  
Phoenix, Arizona 85016

WHEREAS, a Summary Order to Cease and Desist (“the Summary Order”) was issued by the Secretary of State on May 6, 2011, ordering Blue Horizons Group, L.L.C. (“the Respondent”) to CEASE and DESIST from offering or selling any business opportunities in the State of Illinois in violation of the provisions of the Business Opportunity Sales Law of 1995 [815 ILCS 602 et seq.] (the “Act”), until the further the order of the Secretary of State.

WHEREAS, pursuant to Section 5-65(1) of the Act, the failure to request a hearing within thirty (30) calendar days after entry of the Summary Order shall be deemed to constitute a waiver of all rights by such person to a hearing and the cease and desist order as to such person shall become permanent.

WHEREAS, the Respondents has failed to request a hearing on the matters contained in the Summary Order within thirty (30) calendar days after entry of said Summary Order.

WHEREAS, the Secretary of State, by and through his duly authorized representative, has adopted the Findings of Fact contained in the Summary Order as the Secretary of State’s Final Findings of Fact:

1. That Blue Horizons Group, L.L.C., (the “Respondent”), is a business entity, which maintains its principal office at 2375 East Camelback Rd, 5<sup>th</sup> Floor, Phoenix, Arizona 85016.
2. That during November, 2009 the Respondent placed advertisements (the “Ad”) on their web page <http://www.bluehorizonsgroup.com>.

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3. That one or more Illinois residents (the "Purchaser") viewed said web page on or about September, 2010, responded via email, and was informed about obtaining his own web site, hosting, web site design, The Affiliates Program (ATM), a marketing campaign for an additional fee and the income potential of booming home businesses (the "Package").
4. That Respondent advised Purchaser that the Package included: a solar web site business where Purchaser would make money from commissions off what he sells. Respondent would provide Purchaser "with a complementary professional advertising expert. The services available to you include, but are not limited to: Search Engine Optimization (SEO), Rich Media / Banner Display, Pay-Per-Click (PPC) Management, The Affiliates Program (ATM), Lead Generation, Radio, TV, and Newspaper Advertising, Flyer and Postcard Print Ads, and Business Cards."
5. That a representative of Respondent talked to Purchaser and discussed the Package. Respondent emailed the Purchaser a purchase agreement which on October 25, 2010 Purchaser signed, returned and charged the sum of \$500.00 to his credit card for payment of the package. On October 28, 2010 as requested by Respondent the Purchaser had an additional \$250.00 charged to his credit card for the Full Affiliate Training Manual.
6. That Section 5-5.10(a)(6) of Business Opportunity Sales Law of 1995, [815 ILCS 602 et seq.] (the "Act") provides, inter alia, that a business opportunity is a contract or agreement, between a seller and purchaser, express or implied, orally or in writing, wherein it is agreed that the seller or a person recommended by the seller shall provide to the purchaser any product, equipment, supplies or services enabling the purchaser to start a business when the purchaser is required to make a payment to the seller or a person recommended by the seller of more than \$500 and the seller represents directly or indirectly, orally or in writing, that: the seller or a person recommended by the seller will provide a marketing plan.
7. That the activities of Respondent described in paragraphs three through four (3-4), constitutes a business opportunity as that term is defined in Section 5-5.10 of the Act.
8. That the activities of Respondent described in paragraph two through five (2-5) constitute an offer and sale as those terms are defined under Sections 5-5.20 and 5-5.40 of the Act.
9. That Section 5-25 of the Act provides, inter alia, that it is unlawful for any person to offer any business opportunity in this State unless the business opportunity is registered under the Act or is exempt under Section 5-10 of the Act.

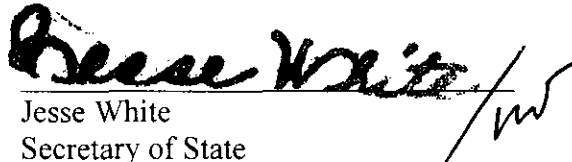
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10. That at all relevant times, Respondent Blue Horizons Group, L.L.C., its managers, partners, officers and directors, agents, employees, affiliates, successors and assigns, failed to register the business opportunity described in paragraphs three and four (3 & 4) as required pursuant to Section 5-25 of the Act.
11. That, by virtue of the foregoing, the Respondent violated Section 5-25 of the Act.
12. That Section 5-65 of the Act provides, inter alia, that whenever it appears to the Secretary of State that any person has engaged in or is about to engage in any act or practice constituting a violation of any provision of this Law or any rule, regulation, or order under this Law, the Secretary of State may issue an order directing the person to CEASE and DESIST from continuing the act or practice.

NOW THEREFORE, IT IS HEREBY ORDERED: That pursuant to Section 5-65 of the Act, the Respondent, Blue Horizons Group, L.L.C., its partners, officers and directors, employees, agents, affiliates, successors and assigns, individually, is hereby ordered to CEASE and DESIST from offering or selling any business opportunities in the State of Illinois in violation of the provisions of the Act.

DATED: This 22<sup>nd</sup> day of June, 2011.

  
Jesse White  
Secretary of State  
State of Illinois

Attorney for the Secretary of State:

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