

STATE OF ILLINOIS  
SECRETARY OF STATE  
SECURITIES DEPARTMENT

IN THE MATTER OF: WWW.PROFITABLESUNRISE.COM , ) Case No.1300170  
Inter Reef LTD, and Radoslav Novak )  
 )  
 )

**TEMPORARY ORDER OF PROHIBITION**

TO RESPONDENTS: WWW.PROFITABLE SUNRISE.COM

Inter Reef LTD  
Company ID# 6096  
P.O. Box 15113  
Birmingham West Midlands B2 2NJ, GB

Radoslav Novak - [radoslavnovak.brno@gmail.com](mailto:radoslavnovak.brno@gmail.com)  
Company ID# 6096  
P O Box 15113  
Birmingham West Midlands B2 2NJ, GB

On information and belief, I, Jesse White, Secretary of State for the State of Illinois, through my designated representative, who has been fully advised in the premises by the staff of the Securities Department, Office of the Secretary of State, herein find:

1. That Respondent, [www.profitablesunrise.com](http://www.profitablesunrise.com), ("ProfitableSunrise") is or was a website entity which claims or claimed to operate out of London, and has banking facilities in Australia and the Czech Republic
2. That Respondent, Inter Reef LTD, is a company with the last known address of P O. Box 15113 Birmingham West Midlands B2 2NJ, GB
3. That Respondent, Radoslav Novak, is an individual with the last known address of P.O Box 1513 Birmingham West Midlands B2 2NJ, GB.
4. That [www.profitablesunrise.com](http://www.profitablesunrise.com), Inter Reef LTD, and Radoslav Novak will be collectively known as Respondents.

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- 5 That Respondents purport or purported to be a private company that makes “hard money loans” to individual borrowers
6. That at all relevant times herein, Respondents made a general solicitation to Investors on the Internet offering the opportunity to participate in a “money making venture” [making loans], e.g., by wiring \$500.00 or more to ProfitableSunrise via a solid trust account.
7. That on about February 28, 2013, Respondents sold to Illinois resident Investor LB a “money making venture” in the principal sum of \$500.
8. That Investor LB was told by Respondents that in 270 days she would receive \$78,000
9. That Investor LB was instructed to wire payment for receipt by a bank in Sydney, Australia.
- 10 That in about early 2013, Respondents sold to Illinois resident Investor SL a “money making venture” in the principal sum of \$1300, and sold SL a second transaction in the principal sum of \$300 00.
11. That Investor SL was instructed to wire payments for receipt by a bank in the Czech Republic.
12. That the activities set forth in paragraphs 3 through 8 above constitute the offer and sale of a Certificate of Interest or Participation in any Profit-Sharing Agreement, and therefore a security as those terms are defined at Sec 2 1, 2 5 and 2.5a of the Illinois Securities Law of 1953 (815 ILCS 5) (the “Act”).
- 13 That Section 12 A of the Act provides it shall be a violation of the provisions of this Act for any person to offer or sell any security except in accordance with the provisions of this Act
14. That Section 12.D of the Act provides that it shall be a violation of the provision so of this Act for any person to fail to file with the Secretary of State any application, report or document required to be filed under the provisions of this Act or any rule or regulation made by the Secretary of State pursuant to this Act or to fail to comply with the terms of any order of the Secretary of State issued pursuant to Section 11 hereof
- 15 That Respondents failed to file with the Secretary of State an application for registration of the securities described above as required by the Act and that as a result the security was not registered pursuant to Section 5 of the Act prior to its offer in the State of Illinois.

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16. That by virtue of the foregoing, Respondents violated Sections 12.A and 12.D of the Act.
17. That the aforementioned findings are based upon credible evidence.
18. That Section 11.F(2) of the Act provides, *inter alia*, that the Secretary of State may temporarily prohibit the offer or sale of securities by any person, without notice and prior hearing, if the Secretary of State shall deem it necessary to prevent an imminent violation of the Act or to prevent losses to investors that will occur as a result of prior violations of the Act.
19. That the entry of this Temporary Order prohibiting Respondents from offering or selling securities in the State of Illinois is in the public interest and for the protection of the investing public and is consistent with the purposes intended by the provisions of the Act

NOW THEREFORE IT IS HEREBY ORDERED THAT pursuant to the authority granted by Section 11.F of the Act, Respondent www.profitablesunrise.com, their managers, officers and directors, agents, employees, affiliates, representatives, successors and assigns are **PROHIBITED** from offering or selling securities in or from this State until the further Order of the Secretary of State.

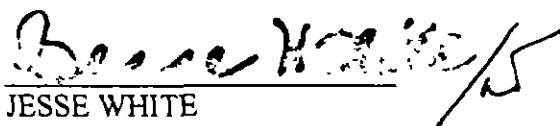
NOTICE is hereby given that Respondents may request a hearing on this matter by transmitting such request in writing to the Director, Illinois Securities Department, 69 West Washington Street, Suite 1220, Chicago, Illinois 60602. Such request must be made within thirty (30) calendar days of the date of entry of the Temporary Order of Prohibition. Upon receipt of a request for hearing, a hearing will be scheduled as soon as reasonably practicable. A request for hearing will not stop the effectiveness of this Temporary Order and will extend the effectiveness of this Temporary Order for sixty days from the date the hearing request is received by the Department

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FAILURE BY ANY RESPONDENT TO REQUEST A HEARING WITHIN THIRTY (30) CALENDAR DAYS AFTER ENTRY OF THIS TEMPORARY ORDER OF PROHIBITION SHALL CONSTITUTE AN ADMISSION OF ANY FACTS ALLEGED HEREIN AND SHALL CONSTITUTE SUFFICIENT BASIS TO MAKE THIS TEMPORARY ORDER OF PROHIBITION FINAL.

Dated: This 25<sup>th</sup> day of March 2013.



JESSE WHITE  
Secretary of State  
State of Illinois

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Illinois Securities Department  
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