

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

_____))
IN THE MATTER OF: Money Asset Management, Inc., and)
Dante Fala, its/his partners, officers, and directors, agents,)
Employees, affiliates, successors and assigns.)
_____))

C0500016

AMENDED NOTICE OF HEARING

TO RESPONDENTS: Money Asset Management, Inc.
Dante Fala
5000 N. Parkway Calabasas Suite 303
Calabasas, California 9130

You are hereby notified that pursuant to Section 11.F of the Illinois Securities Law of 1953 [815 ILCS 5] (the "Act") and 14 Ill. Adm. Code 130, subpart K, a public hearing will be held at 69 West Washington Street, Suite 1220, Chicago, Illinois 60602, on the 1st day of March, 2006 at the hour of 10:00 a.m. or as soon thereafter as possible before George Berbas, Esq. Or such other designated Hearing Officer as the Secretary of State may appoint.

Said hearing will be held to determine whether a permanent Order shall be entered Prohibition respondents Money Asset Management, Inc., and Dante Fala, and its/his partners, officers and directors, agents and employees, affiliates, successors and assigns from offering or selling securities in or from the State of Illinois.

1. That Money Asset Management, Inc. (or "MAMI," or collectively with Dante Fala, "Respondents") was at all times referred to herein, a California corporation with address at 5000 N. Parkway Calabasas, Suite 303, California 91302.
2. That Dante Fala (or "Fala", or collectively with MAMI, "Respondents") is CEO of MAMI. His business address is 5000 N. Parkway Calabasas, Suite 303, Calabasas, California 91302.

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3. That between October of 2001 and April 2002 Respondents solicited one or more Illinois resident (“Investor(s)”) to invest in preferred stock in MAMI.
4. That pursuant to these solicitations said Investor(s) paid to Respondents an aggregate amount of \$13,000 (“Payments”) in consideration for said preferred stock ownership.
5. That subsequent to said Payments made to Respondents by Investor(s), Respondents caused to be sent to said Investor(s) stock certificates evidencing ownership in MAMI.
6. That the activities described in paragraphs 3 and 4 above constitute the offer and sale of Stock ownership in MAMI, and therefore a security as those terms are defined in Sections 2.1, 2.5, and 2.5a of the Illinois Securities Law of 1953 [815 ILCS 5] (the “Act”).
7. That Section 5 of the Act provides, *inter alia*, that all securities except those exempt under Section 3 or those offered or sold in transactions exempt under Section 4 shall be registered either by coordination or by qualification prior to their offer or sale in the State of Illinois.
8. 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 being offered and sold in the State of Illinois.
9. That Section 12.A of the Act provides, *inter alia*, that it shall be a violation for any person to offer or sell any security except in accordance with the provisions of the Act.
10. That Section 12.D of the Act provides, *inter alia*, that it shall be a violation 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 the Act or any rule or regulation made by the Secretary of State pursuant to the Act.
11. That by virtue of the forgoing, Respondents have violated Sections 12.A and 12.D of the Act.

You are further notified that you are required pursuant to Section 130.1104 of the Rules and Regulation (14 Ill. Adm. Code 130)(the “Rule”) to file an answer to the allegations outlined above within (30) days of the receipt of this notice. A failure to file an answer within the prescribed time shall be construed as an admission of the allegations contained in the Notice of Hearing.

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Furthermore, you may be represented by legal counsel; may present evidence; may cross-examine witnesses and otherwise participate. A failure to so appear shall constitute default, unless any Respondent has upon notice moved for and obtained a continuance.

A copy of the Rules, promulgated under the Act and pertaining to Hearings held by the Office of the Secretary of State, Securities Department, is included with this Notice.

Delivery of notice to the designated Representative of any Respondent constitutes service upon such Respondent.

Dated this 12th day of January 2006.



JESSE WHITE
Secretary of State
State of Illinois

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Hearing Officer
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