

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

**IN THE MATTER OF: Money Asset Management, Inc.,  
Dante Fala and L. Anthony Pickett, Its/their partners, officers  
and directors, agents, employees, affiliates, successors and assigns.**

**C0500016**

**TEMPORARY ORDER OF PROHIBITION**

**TO RESPONDENTS:** Money Asset Management, Inc.  
Dante Fala  
L. Anthony Pickett  
5000 N. Parkway Calabasas  
Suite 303  
Calabasas, California 91302

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 Money Asset Management, Inc. (or "MAMI.", or collectively with Dante Fala and L. Anthony Pickett, "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., and L. Anthony Pickett, "Respondents") is CEO of MAMI. His business address is 5000 N. Parkway Calabasas, Suite 303, Calabasas, California 91302.
3. That L. Anthony Pickett (or "Pickett" or collectively with MAMI and Fala, "Respondents") is President of MAMI. His business address is 5000 N. Parkway Calabasas, Calabasas, California 90045.
4. That between October of 2001 and April 2002 Respondents solicited one or more Illinois residents ("Investor(s)") to invest in common stock in MAMI.

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5. That pursuant to these solicitations said Investor(s) paid to Respondents an aggregate amount of \$13,000 ("Payments") in consideration for said common stock ownership.
6. 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.
7. That the activities described in paragraphs 7, 8, and 9 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").
8. 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.
9. 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.
10. 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.
11. 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.
12. That by virtue of the foregoing, Respondents have violated Sections 12.A and 12.D of the Act.
13. That the aforementioned findings are based upon credible evidence.
14. 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.

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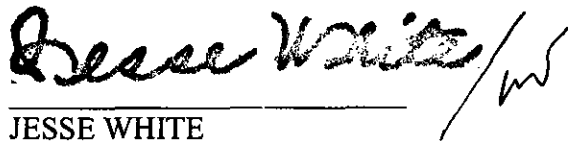
15. That the entry of this Temporary Order prohibiting Respondents Money Asset Management, Inc., Dante Fala and L. Anthony Pickett from offering or selling securities in the State of Illinois is in the public interest and for the protection of the investing public and is consistent with the purposes 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, Respondents Money Asset Management, Inc., Dante Fala and L. Anthony Pickett its/their officers and directors, agents, employees, affiliates, successors and assigns are **PROHIBITED** from offering or selling securities in or from this State until 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.

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 29<sup>th</sup> day of March 2005.



JESSE WHITE  
Secretary of State  
State of Illinois

James J. Tierney  
Illinois Securities Department  
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