

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

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

ORDER OF PROHIBITION

**TO RESPONDENTS: WWW.PROFITABLE SUNRISE.COM
 Company ID # 6096
 P.O. Box 15113
 Birmingham West Midlands B2 2NJ gb**

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

**Radoslav Novak
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 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 ProfitableSunrise is an entity with the last known address of P.O. Box 15113, Birmingham West Midlands B2 2NJ gb.
3. That Respondent, Inter Reef LTD, is a company with the last known address of P.O. Box 15113 Birmingham West Midlands B2 2NJ gb.
4. That Respondent, Radoslav Novak, is an individual with the last known address of P.O. Box 15113 Birmingham West Midlands B2 2NJ gb.

Order of Prohibition

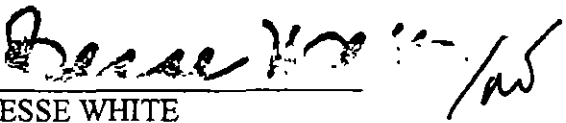
5. That www.profitablesunrise.com, Inter Reef LTD, and Radislav Novak will be collectively known as “Respondents”.
6. That Respondents purport or purported to be a private company that makes “hard money loans” to individual borrowers.
7. That at all relevant times herein, Respondents made a general solicitation 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.
8. That Investor LB was told that the interest on a \$500.00 Investment would net 2.17%, at Easter [2013], and there would be an opportunity to get the principal back then, or to roll it over again, which would net about \$78,000 in 270 days.
9. That on about February 28, 2013, Respondent sold to Illinois resident Investor LB a “money making venture” in the principal sum of \$500.
10. That Investor LB was instructed to wire payment for receipt by a bank in Sydney, Australia.
11. That the activities set forth in paragraphs 3 through 6 above constitute the offer and sale of a Certificate of Interest or a Participation in a 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”).
12. 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
13. 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.
14. 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.
15. That by virtue of the foregoing, Respondent violated Sections 12 A and 12.D of the Act.
16. That the aforementioned findings are based upon credible evidence

Order of Prohibition

17. 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.
18. That the entry of this Temporary Order prohibiting Respondent www.profitablesunrise.com 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 the State of Illinois.

Dated: This 10th day of September 2013.



JESSE WHITE
Secretary of State
State of Illinois

Cheryl Goss Weiss
Senior Enforcement Attorney
Illinois Securities Department
69 West Washington Street, Suite 1220
Chicago, Illinois 60602
(312)793-3384