

BEFORE THE
DIVISION OF SECURITIES
DEPARTMENT OF FINANCIAL INSTITUTIONS
STATE OF WISCONSIN

In the Matter of
PRENTICE SECURITIES, INC.

ORDER OF CENSURE
AND PROHIBITION
(CONSENT)

Respondent.

File No. S-99290(LX)

Based upon the attached Petition for Order and Waiver and Consent to Order, I find that this action is necessary and appropriate in the public interest and for the protection of investors;

Therefore, pursuant to § 551.63, Wis. Stats.,

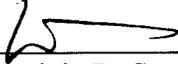
IT IS ORDERED THAT:

- a. Prentice Securities, Inc., is censured for and it and its successors, affiliates, controlling persons, and every entity directly or indirectly controlled or organized by or on its behalf, are prohibited from failing to reasonably supervise agents to assure their compliance with Ch. 551, Wis. Stats. in violation of § 551.34(1)(j), Wis. Stats.
- b. Prentice Securities, Inc., is censured for and it and its successors, affiliates, controlling persons, and every entity directly or indirectly controlled or organized by or on its behalf, are prohibited from recommending to a customer the purchase of a security without reasonable grounds to believe that the recommendation is suitable for the customer on the basis of information furnished by the customer after reasonable inquiry, in violation of DFI-§ 4.06, Wis. Adm. Code and § 551.34(1)(g), Wis. Stats.
- c. Prentice Securities, Inc., its successors and affiliates shall not employ Louis M. Kornman as a supervisor.

- d. Prentice Securities, Inc. shall on or before September 30, 2002, voluntarily withdraw the registration of its branch office from the State of Wisconsin and after September 30, 2002 shall be limited to effecting liquidating transactions for Wisconsin customers.

EXECUTED at Madison, Wisconsin this 23rd day of Sept, 2002.

(SEAL)



Patricia D. Struck
Administrator
Division of Securities

NOTICE:

You are advised that any willful violation of an Order issued by the Administrator of the Division of Securities of the State of Wisconsin Department of Financial Institutions under Ch. 551, Wis. Stats., is a criminal offense punishable under the provisions of § 551.58, Wis. Stats.