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

In the Matter of
LINDA MORIARITY,

Respondent.

ORDER OF PROHBITION
(SUMMARY)

File No. S-04273(FX)

Based upon the attached Petition for Order I have reason to believe that unregistered franchises have been offered or sold and that any further sale of unregistered franchises by or on behalf of the Respondent would be fraudulent to purchasers and I find that this action is necessary and appropriate in the public interest and for the protection of investors;

Therefore, pursuant to sec. 553.58, Wis. Stats.,

IT IS ORDERED THAT:

a. All exemptions from registration set forth at Ch. 553, Wis. Stats., or successor statue, that might otherwise apply to any offer or sale of any franchise of or by Linda Moriarity, her agents, servants, employees, and every entity and person directly or indirectly controlled or hereafter organized by or on her behalf, are hereby revoked.

b. Linda Moriarity, her officers, agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on her behalf, are prohibited from violating sec. 553.41, Wis. Stats., or successor statute.

EXECUTED at Madison, Wisconsin, this 14th day of January, 2005.

(SEAL)

Patricia D. Struck
Administrator
Division of Securities

NOTICE:

Under sec. 553.56(2), Wis. Stats., within thirty (30) days after any Order has become effective without a hearing, any interested party may file a written request with the Administrator of the Division of Securities for a hearing in respect to any matters determined by the Order. A request for hearing shall be in the form of a petition for hearing and shall, under Sec. 8.01, Wis. Adm. Code, plainly admit or deny each specific allegation, finding, or conclusion in the Order and incorporated papers (unless the petitioner lacks sufficient knowledge or information to permit an admission or denial, in which case the petition shall so state, and such statement shall have the effect of a denial), and shall state all affirmative defenses.

You are advised that any wilful violation of an Order issued by the Administrator of the Division of Securities of the Department of Financial Institutions of the State of Wisconsin under Ch. 553, Wis. Stats., is a criminal offense punishable under the provisions of sec. 553.52, Wis. Stats.