

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

In the Matter of
PEMOBA LLC d/b/a JANI-KING OF
MADISON, HANS PETERSON,
JAMES MORIARITY and LINDA MORIARITY,

PETITION FOR ORDER
(SUMMARY)

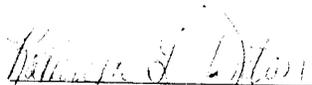
Respondents.

File S-04273(FX)

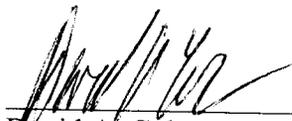
The staff of the Enforcement Unit, Registration & Enforcement Section, of The Division of Securities, Department of Financial Institutions, State of Wisconsin has conducted an investigation in this matter pursuant to sec. 553.55, Wis. Stats., and as a result thereof alleges as follows:

1. Pemoba LLC d/b/a Jani-King of Madison ("Pemoba"), is a Wisconsin business entity, with a last known business address of 630 Grand Canyon Drive, Madison, Wisconsin 53719.
2. Hans Peterson ("Peterson") is an individual, with a last known address of P.O. Box 227, Driggs, Idaho 93422 and a last known business address of 630 Grand Canyon Drive, Madison, Wisconsin 53719.
3. James Moriarity ("Moriarity"), is an individual, with a last known address of 764 Rivendell Drive, Milton, Wisconsin 53567 and a last known business address of 630 Grand Canyon Drive, Madison, Wisconsin 53719.
4. Linda Moriarity ("LMoriarity"), is an individual, with a last known address of P.O. Box 121, Milton, Wisconsin 53563 and a last known business address of 630 Grand Canyon Drive, Madison, Wisconsin 53719.
5. Upon information and belief, at all times material hereto, Peterson has been President and Chief Executive Officer of Pemoba.
6. Upon information and belief, at all times material hereto, Moriarity has been Vice President, Treasurer, Secretary and Chief Operations Officer of Pemoba.
7. Upon information and belief, LMoriarity has been a salesperson of Pemoba.
8. During 2003, Moriarity and LMoriarity, on behalf of Pemoba, sold to persons in Wisconsin franchises in Pemoba.
9. The offering document provided to the Wisconsin resident failed to include information about the prior felony conviction of Moriarity of possession of cocaine with intent to deliver on November 7, 2002, in Dane County, Wisconsin.
10. Respondents have violated sec. 553.41(1), Wis. Stats., by omitting to state a material fact necessary in order to make the statements made, in the light of the circumstances under which they are made, not misleading.

Therefore, the staff of the Bureau of Registration and Enforcement petitions the Administrator of the Division of Securities for the issuance of the attached order pursuant to Ch. 553, Wis. Stats.



Kathryn L. Denton 1/6/05
Examiner Date



David A. Cohen 1/10/05
Supervising Attorney Date