

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

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In the Matter of  
D.E.I. FRANCHISE SYSTEMS, INC..

PETITION FOR ORDER  
(SUMMARY)

Respondent.

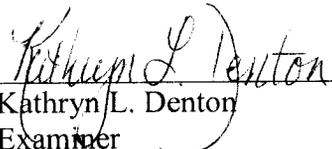
File No. S-06072(FX)

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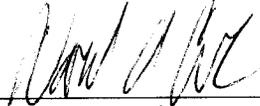
The staff of the Bureau of Registration and Enforcement of The Division of Securities, Department of Financial Institutions, State of Wisconsin has conducted an investigation in this matter pursuant to sec. 553.55, Wis. Stats., and as a result thereof alleges as follows:

1. D.E.I. Franchise Systems, Inc. is a foreign business corporation, with a business address of 250 West 57<sup>th</sup> Street, Suite 2217, New York, New York 10107.
2. D.E.I. Franchise Systems, Inc. filed an application for registration under Chapter 553, Wis. Stats., on April 26, 2006.
3. Section 553.27(4), Wis. Stats. requires that the offering circular filed with this office must be in either a form that the division requires by rule, in a form permitted under 16 CFR 436 or in a form permitted by a successor to that regulation.
4. DFI-Sec.32.06, Wis. Adm. Code requires that the notification to register shall be filed using the cover page of the uniform franchise registration application adopted April 25, 1993 by the North American Securities Administrators Association and containing the information and accompanied by the fee required in s. 553.26(1), Stats.
5. The application adopted in number 4 above requires that financial statements contained in the document be not more than ninety (90) days of the date of filing and audited by a certified public accountant.
6. The document filed by D.E.I. Franchise Systems, Inc. contained financial statements that were not within the time frame required and were not audited.
7. The respondent has violated sec. 553.27(4), Wis. Stats., by filing an incomplete document with the Division.

Therefore, the staff of the Enforcement Unit petitions the Administrator of the Division of Securities for the issuance of the attached order pursuant to Ch. 551, Wis. Stats.

  
Kathryn L. Denton  
Examiner  
Enforcement Unit

5/3/06  
Date

  
David A. Cohen  
Supervising Attorney  
Enforcement Unit

5/3/06  
Date