

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

In the Matter of
CASHLYNX INVESTMENT, and
ERIC C. HAATAJA,

PETITION FOR ORDER

Respondents.

File No. S-07083(EX)

The staff of the State of Wisconsin, Department of Financial Institutions, Division of Securities (hereinafter "the Division"), has conducted an investigation in this matter pursuant to sec. 551.56, Wis. Stats. and as a result thereof alleges as follows:

1. CashLynx Investment ("CashLynx") is a domestic business entity with a last known business address of 1232 W. Packard Street, Appleton, WI 54914;
2. Eric C. Haataja ("Haataja"), date of birth December 29, 1979, is an individual who, at all times material hereto, has been the controlling person of CashLynx, with a last known business address at that of 1232 W. Packard Street, Appleton, WI 54914;
3. During the period of June 2007 through July 2007, Haataja and CashLynx offered and sold investments in CashLynx accounts to at least three persons from Wisconsin;
4. According to the Internet website of CashLynx, "Every dollar you invest with CashLynx will result in \$1.25 in your CashLynx account. If you invest \$500 today, you will have \$625 in your CashLynx account. Paychecks are issued monthly. **That's 25% interest on your investment. Guaranteed.**" (emphasis included);
5. Upon information and belief, investors can play a passive role in the investment with no duties and responsibilities;
6. Upon information and belief, each investor will not be involved in the day-to-day management of CashLynx accounts, since there are too many investors for them to each have any meaningful input, and they do not have the expertise or experience necessary to perform its duties;
7. Since the investors will be involved in a common enterprise with the expectation of profits to be derived from the essential managerial efforts of others, the CashLynx investment accounts offered and sold by the respondents are investment contracts as defined by section DFI-Sec. 1.02(6)(a), Wis. Adm. Code, and are therefore securities as defined by sec. 551.02(13), Wis. Stats.;
8. The CashLynx contracts have never been registered for offer and sale in Wisconsin pursuant to Ch. 551, Wis. Stats.;
9. All Respondents have violated sec. 551.21(1), Wis. Stats., by offering unregistered securities to persons in Wisconsin;

