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

In the Matter of E-HOLDING LTD. a/k/a WORLD OWNERS INSTANT PAYMENT, Respondent.	CEASE & DESIST ORDER (SUMMARY) File No. S-209706 (EX)

Based upon the attached Petition for Order, I have reason to believe that any further offer or sale of unregistered securities 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 §551.604(2) Wis. Stats.,

IT IS ORDERED THAT:

a. E-Holding Ltd., its agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on its behalf, shall cease and desist from making or causing to be made to any person or entity in Wisconsin any further offers or sales of securities unless and until such securities qualify as covered securities or are registered under Ch. 551, Wis. Stats., or successor statute.

b. All exemptions from registration set forth at Ch. 551, Wis. Stats., or successor statute, that might otherwise apply to any offer or sale of any security of or by E-Holding Ltd., its successors, affiliates, controlling persons, and every entity and person directly or indirectly controlled or organized by or on its behalf, are hereby revoked.

c. E-Holding Ltd., its successors, affiliates, controlling persons, officers, agents, servants, employees, and every entity and person directly or indirectly controlled or hereafter organized by or on its behalf, shall cease and desist from violating § 551.501, Wis. Stats., or successor statute.

EXECUTED at Madison, Wisconsin, this 22nd day of December, 2011.

(SEAL)

Patricia D. Struck
Administrator
Division of Securities

NOTICE:

Under § 551.604(2), Wis. Stats., this Order is effective on the date issued. Any person subject to the Order may request a hearing in the form of a written petition for hearing as provided in § DFI-Sec. 8.01, Wis. Adm. Code. If no hearing is requested within 30 days of service, this Order will become final by operation of law. Further, any willful violation of an Order issued under Ch. 551, Wis. Stats., is a criminal offense punishable under § 551.508, Wis. Stats.