

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

In the Matter of  
VP, INC.,

Respondent.

CEASE AND DESIST ORDER  
(CONSENT)

File No. S-225799(EX)

Based upon the attached Petition for Order and Waiver and Consent to Order, I find that this action is necessary and appropriate in the public interest and for the protection of investors:

Therefore, pursuant to Wis. Stat. § 551.604,

IT IS ORDERED THAT:

- a. VP, Inc., 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 security is registered, the security is a "federal covered security", or the security is exempt from registration under Wis. Stats. Ch. 551, or successor statute.
- b. VP, Inc., 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, are prohibited from employing an agent to represent them in Wisconsin unless the agent is registered under Wis. Stats. Ch. 551, or successor statute, or excepted from the registration requirement.

EXECUTED at Madison, Wisconsin, this 5<sup>th</sup> day of November, 2012.

(SEAL)



Patricia D. Struck  
Administrator  
Division of Securities

NOTICE

You are advised that any willful violation of an Order issued by the Administrator of the Division of Securities of the Department of Financial Institutions under Wis. Stats. Ch. 551, is a criminal offense punishable under the provisions of Wis. Stat. § 551.508.