

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

In the Matter of
LLOYD'S FINANCIAL SERVICES and
LLOYD J. WILSON,

PETITION FOR ORDER

Respondents.

File No. S-99230(EX)

The staff of the Enforcement Unit of the Registration & Enforcement Section of the Division of Securities alleges that:

1. Lloyd's Financial Services ("Lloyd's") is a foreign business entity with a last known business address of 802 14th St., Modesto, CA 95354.
2. Lloyd J. Wilson (DOB 3/4/51) ("Wilson") is an individual who at all times material hereto has been an owner and controlling person of Lloyd's, with a last known business address at that of Lloyd's and a last known residence address at 1945 E Orangeburg Ave., Modesto, CA 95355.
3. During the period of at least 1998 and 1999, agents on behalf of Lloyd's and Wilson offered and sold to numerous persons in Wisconsin the promissory notes of various companies, including, but not limited to, those of Lifeblood Biomedical, Inc., World Vision Entertainment, Inc., Technical Support Services, Inc., and Sebastian International Enterprises, Inc. (together, "the Notes").
4. The Notes are securities as defined by sec. 551.02(13), Wis. Stats.
5. The Notes have never been registered for offer and sale in Wisconsin pursuant to Ch. 551, Wis. Stats.
6. Respondents have violated sec. 551.21(1), Wis. Stats., by offering unregistered securities in Wisconsin.
7. In connection with the offers of the securities described above, Lloyd's transacted business in Wisconsin as a "broker-dealer," as that term is defined by sec. 551.02(3), Wis. Stats.
8. At no time has Lloyd's been licensed as a securities broker-dealer pursuant to Ch. 551, Wis. Stats.
9. Respondent Lloyd's has violated sec. 551.31(1), Wis. Stats., by transacting business in Wisconsin as a broker-dealer without a license.
10. In connection with the offers of the securities described above, Respondents employed agents to transact business in Wisconsin, as that term is defined by sec. 551.02(2), Wis. Stats.
11. At no time were the agents licensed as securities agents pursuant to Ch. 551, Wis. Stats.

12. Respondents have violated sec. 551.31(2), Wis. Stats., by employing unlicensed agents to represent them in Wisconsin.

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.



David A. Cohen
Supervising Attorney
Enforcement Unit

11/15/99

Date