

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

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In the matter of  
DOUBLE- UP PROMOTIONS, INC.,  
Respondent.

CEASE AND DESIST ORDER  
(SUMMARY)

File No. S-223646(EX)

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Based upon the attached Petition for Order I have reason to believe that any further offer and sale of securities by or on behalf of Respondents 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 Wis. Stat. § 551.604(2),

IT IS ORDERED THAT:

- a. Double-Up Promotions, 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 securities qualify as covered securities or are registered under Wis. Stats. Ch.551, or successor statute, or properly exempted there from.
- b. All exemptions from registration set forth at Wis. Stats. Ch. 551, or successor statute, that might otherwise apply to any offer or sale of any security of or by Double-Up Promotions, Inc, its agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on its behalf, are hereby revoked.
- c. Double-Up Promotions, Inc., its agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on its behalf, is prohibited from violating Wis. Stats. §551.501, or successor statute.

EXECUTED at Madison, Wisconsin, this 25<sup>th</sup> day of September 2012.

(SEAL)

  
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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 under Wis. Stats. Ch. 551, is a criminal offense punishable under the provisions of Wis. Stats. § 551.508.

This Order is effective on the date issued. Any person subject to the Order may request a hearing in the form of a written permission for hearing as provided in Wis. Admin. Code § DFI-Section 8.01. If no hearing is requested, this Order will become effective by operation of § law 30 days after service.