

**STATE OF ILLINOIS
SECRETARY OF STATE
SECURITIES DEPARTMENT**

**IN THE MATTER OF: PIGEON KING
INTERNATIONAL INC., its their officers, and directors,
Employees, agents, affiliates, successors and assigns.**

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) **FILE NO. 0800135**
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**SUMMARY ORDER
TO CEASE AND DESIST**

TO THE RESPONDENTS: Pigeon King International, Inc.
Unit 4-299, Northfield Drive East
Waterloo, Ontario N2K 4H2
Canada

On information and belief, I, Jesse White, Secretary of State, for the State of Illinois, through my designated representative, having been fully advised in the premises by the staff of the Securities Department, Office of the Secretary of State, herein find:

1. Pigeon King is an Ontario, a Canada corporation ("Respondent") with a principal business address of Unit 4-299, Northfield Drive East, Waterloo, Ontario N2K 4H2 Canada.
2. Pigeon King offers and sells business opportunities in the form of pairs of breeding stock pigeons, to farmers and others. Pigeon King offers to buy back, at a specific price, all offspring from the breeding pigeons buyers purchase from Pigeon King (the "Pigeon King Business Opportunity").
3. That during January, 2008 and February, 2008 the Respondents placed advertisements (the "Ad") on their joint web page <http://www.PigeonKingInternational.com>.
4. That one or more Illinois residents viewed said web page, and were informed of the income potential of this businesses.
5. That the web page in part displayed:

Each breeder who signs a 10-year contract with Pigeon King and pays \$80 to \$500 per pair of breeding birds. Each pair produces about 10 offspring a year, which all must be sold back to Pigeon King... Net revenue for

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farmer purchasing 100 pairs at \$500.00 per pair after one year = \$18,056 (minus feed and housing costs provided by the purchaser and six months to produce first offspring) about seven to 10 per cent of the cost of each pair... An initial investment of \$50,000 can turn into a net profit of more than \$380,000 after 10 years, according to the breeder's guide supplied.

6. That order forms and purchase agreements on the web page are downloadable.
7. That Section 5-5.10(a)(3) of Business Opportunity Sales Law of 1995, [815 ILCS 602 et seq.] (the "Act") provides, inter alia, that a business opportunity is a contract or agreement, between a seller and purchaser, express or implied, orally or in writing, wherein it is agreed that the seller or a person recommended by the seller shall provide to the purchaser any product, equipment, supplies or services enabling the purchaser to start a business when the purchaser is required to make a payment to the seller or a person recommended by the seller of more than \$500 and the seller represents directly or indirectly, orally or in writing, that: the seller or a person specified by the seller will purchase any or all products made, produced, fabricated, grown, bred or modified by the purchaser.
8. That the activities of Respondents described in paragraphs two and five (2 & 5), constitutes a business opportunity as that term is defined in Section 5-5.10 of the Act.
9. That the activities of Respondents described in paragraph two through six (2-6) constitute an offer as that term is defined under Section 5-5.20 of the Act.
10. That Section 5-25 of the Act provides, inter alia, that it is unlawful for any person to offer any business opportunity in this State unless the business opportunity is registered under the Act or is exempt under Section 5-10 of the Act.
11. That at all relevant times, Respondents Pigeon King International, Inc., their partners, officers and directors, agents, employees, affiliates, successors and assigns, failed to register the business opportunity described in paragraphs two and five (2 & 5) as required pursuant to Section 5-25 of the Act.
12. That, by virtue of the foregoing, the Respondents violated Section 5-25 of the Act.
13. That Section 5-65 of the Act provides, inter alia, that whenever it appears

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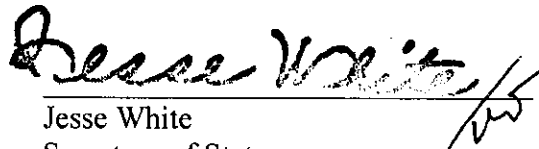
to the Secretary of State that any person has engaged in or is about to engage in any act or practice constituting a violation of any provision of this Law or any rule, regulation, or order under this Law, the Secretary of State may issue an order directing the person to CEASE and DESIST from continuing the act or practice.

NOW THEREFORE IT IS HEREBY ORDERED THAT: Pursuant to the authority granted by Section 5-65 of the Act, Respondents Pigeon King International Inc, their partners, officers and directors, employees, agents, affiliates, successors and assigns are ordered to CEASE and DESIST from offering or selling any business opportunity in the State of Illinois until the further order of the Secretary of State.

NOTICE is hereby given that the Respondent may request a hearing on this matter by transmitting a written request to the Securities Director, Illinois Securities Department, 69 West Washington Street, Suite 1220, Chicago, Illinois 60602. Such request must be made within thirty (30) days after entry of this Summary Order to Cease and Desist. Upon receipt of a request for a hearing, a hearing will be scheduled as soon as reasonably practicable. Request for hearing will not stop the effectiveness of this Summary Order to Cease and Desist.

FAILURE BY ANY PERSON NAMED IN THIS ORDER TO REQUEST A HEARING WITHIN THIRTY (30) DAYS AFTER ENTRY OF THIS SUMMARY ORDER TO CEASE AND DESIST SHALL BE DEEMED TO CONSTITUTE A WAIVER OF ALL RIGHTS BY SUCH PERSON TO A HEARING AND THE ORDER TO CEASE AND DESIST AS TO SUCH PERSON WILL BECOME PERMANENT.

DATED: This 3rd day of February, 2009.



Jesse White
Secretary of State
State of Illinois

Attorney for the Secretary of State:

Samuel F. Freiman
Illinois Securities Department
69 West Washington Street, Suite 1220
Chicago, Illinois 60602
Telephone: (312) 793-3988