

STATE OF ILLINOIS
SECRETARY OF STATE
SECURITIES DEPARTMENT

IN THE MATTER OF: DEALER AUCTION ACCESS, INC.,)
ITS OFFICERS, DIRECTORS, EMPLOYEES, AGENTS,) FILE NO. 1000407
AFFILIATES, SUCCESSORS AND ASSIGNS.)

AMENDED NOTICE OF HEARING

TO THE RESPONDENT:

Dealer Auction Access, Inc.
845 West Fulton Market Street, Suite 217
Chicago, Illinois 60607

c/o Mr. Mauricio Kiglies, Registered Agent
Dealer Auction Access, Inc.
845 West Fulton Market Street, Suite 217
Chicago, Illinois 60607

c/o Mark M. Lyman, Esq.
Henderson & Lyman
Attorneys at Law
175 West Jackson Blvd., Suite 240
Chicago, Illinois 60604

You are hereby notified that pursuant to Section 5-65 of the Business Opportunity Sales Law of 1995 [815 ILCS 602] (the "Act") and 14 Ill. Adm. Code 130, Subpart K, a public hearing will be held at 69 West Washington Street, Suite 1220, Chicago, Illinois 60602, on the 25th day of January, 2012, at the hour of 10:00 a.m., or as soon thereafter as counsel may be heard, before James L. Kopecky or such other duly designated Hearing Officer of the Secretary of State. A copy of the Rules under the Act pertaining to contested cases is attached to this Notice.

Said hearing will be held to determine whether a permanent Order to Cease and Desist from offering or selling business opportunities in the State of Illinois shall be entered against Auction Access, Inc., its officers and directors, employees, agents, affiliates, successors and assigns and/or granting such other relief as may be authorized under the Act.

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The grounds for such proposed action are as follows:

1. That Dealer Auction Access, Inc., (the "Respondent"), is an Indiana corporation authorized to transact business in Illinois, which maintains its Illinois office at 845 West Fulton Market Street, Suite 217, Chicago, Illinois 60607.
2. That during October, 2010 the Respondent placed advertisements (the "Ad") on their web page <http://www.dealerauctionaccess.com>.
3. That one or more Illinois residents (the "Offeree") viewed said web page on or about October 6, 2010, and on November 1, 2011.
4. Respondent's October 6, 2010 Ad proceeds to solicit Offeree "Would you like to **start your own business?**" Do you want **your own** dealers license? Do you want to purchase vehicles at **auction prices**, and take advantage of **deals reserved for big dealers?**"
5. Respondent's AD advised the Offeree: "Call or email us today and find out how we can help you have your own dealer license, your own business and best of all ask how you can get your **FIRST MONTH FREE!!!**"
6. Respondent advised Offeree on its web site that "You will have a dedicated team of specialists available to answer any questions to help you process your sales. Our team will assist you with anything you might need, from general questions to help with titles and processing. This invaluable support is available for no additional charge...You will have all retail paperwork necessary to complete your transactions. **All paperwork will be complimentary once you sign up for our retail program.**"
7. That Section 5-5.10(a)(6) 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, or any of the following, that: the seller or a person recommended by the seller will provide a marketing plan.
8. That the activities of Respondent described in paragraphs four through six (4-6), constitutes a business opportunity as that term is defined in Section 5-5.10 of the Act.

9. That the activities of Respondent described in paragraph two through six (2-6) constitute an offer as those terms are defined under Sections 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, Respondent Dealer Auction Access, Inc., its officers and directors, agents, employees, affiliates, successors and assigns, failed to register the business opportunity described in paragraphs five and six (5 & 6) as required pursuant to Section 5-25 of the Act.
12. That, by virtue of the foregoing, the Respondent violated Section 5-25 of the Act.

Willful Contempt of Suspension Order

1. That on November 2, 2011, pursuant to the authority granted by Section 5-65 of the Act, Respondent **Dealer Auction Access, Inc.**, its officers and directors, agents, employees, affiliates, successors and assigns were 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.
2. That section 5-25 of the Act provides in part: "It is unlawful for any person to offer or sell any business opportunity in this state unless the business opportunity is registered under this law or is exempt..."
3. That subsequent to service on Respondents of the November 2, 2011 Order and continuing to on or about January 4, 2012, Respondents by and through agents were advertising on a public computer network (herein the WEB) under the URL listed as: <http://www.dealerauctionaccess.com>.
4. That by virtue of the foregoing, the Respondents have violated Section 5-25 of the Act by offering and/or selling business opportunities without registration during the period they were ordered to Cease and Desist.
5. That Section 5-115(a) of the Act provides: Any person who willfully violates any order of which the person has notice or Section 5-25 of this his Act commits a class 3 felony.

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6. That by virtue of the foregoing, the Respondent has violated Section 5-115(a) of the Act.

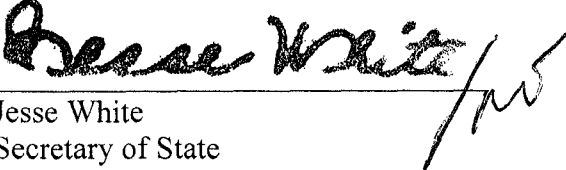
You are further notified that you are required pursuant to Section 130.1104 of the Rules and Regulations (14 Ill. Adm. Code 130) (the "Rules"), to file an answer to the allegations outlined above within thirty (30) days of the receipt of this notice. A failure to file an answer or otherwise plead within the prescribed time shall constitute a default.

Furthermore, you may be represented by legal counsel; may present evidence; may cross-examine witnesses and otherwise participate. A failure to so appear shall constitute default, unless any Respondent has upon due notice moved for and obtained a continuance.

A copy of the Rules, promulgated under the Act and pertaining to hearings held by the Office of the Secretary of State, Securities Department, and are on the following web site: <http://www.cyberdriveillinois.com/departments/securities/lawrules.html>.

Delivery of notice to the designated representative of any Respondent constitutes service upon such Respondent.

DATED: This 5th day of January, 2012.



Jesse White
Secretary of State
State of Illinois

Attorney for the Secretary of State:

Samuel F. Freiman
Office of the Secretary of State
Illinois Securities Department
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Hearing Officer:

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