

STATE OF COLORADO



Division of Securities

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PRESS RELEASE

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LONGMONT MAN SANCTIONED BY SECURITIES COMMISSIONER

Denver, Colorado --- Colorado Securities Commissioner Fred J. Joseph announced today that he has entered a final cease and desist order against a Colorado company and its owner for allegedly violating the securities registration and anti-fraud provisions of the Colorado Securities Act ("Act") in connection with the offer of securities in and from Colorado.

Named in the Order are **DH Products, LLC**, and its owner and manager, **Carl "Dusty" Hill**, both of Longmont, Colorado.

The Staff of the Division of Securities (the "Staff"), which is a division of the Colorado Department of Regulatory Agencies ("DORA"), alleged that Hill sought venture capital from investors for his "invention" by placing ads in local newspapers. In his promotional material, Hill touted his invention of a flat tire alert system for the trucking industry. Hill's "Flat Alert System" purportedly would alert truck drivers when any of their tires are under-inflated, flat, or blown out. For \$10,000, Hill offered investors a "1% ownership" of the gross revenue of DH Products from the sale or licensing of his Flat Alert System.

The Staff alleged that the Respondents failed to register its security offering. In addition, the Staff alleged that Hill offered these investments in a fraudulent manner by failing to disclose to investors the risks inherent in investing in his Flat Alert System. Commissioner Joseph cautioned investors about investing in the latest fad or the newest technology. "More often than not, these type of products with exaggerated marketing, but questionable or unverifiable quality, turn out to be nothing more than a modern day version of snake oil," said Commissioner Joseph.

The cease and desist order, which all Respondents agreed to, orders them to immediately and permanently cease and desist offering or selling any "security" in or from the State of Colorado in violation of the anti-fraud, registration and licensing provisions of the Act or otherwise engaging in conduct in violation of any provision of the Act.

DORA is dedicated to preserving the integrity of the marketplace and is committed to promoting a fair and competitive business environment in Colorado. Consumer protection is our mission.

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