



NEWS RELEASE

For Immediate Release - May 29, 2009

Contact: Fred J. Joseph, Securities Commissioner or Gerald Rome,
Deputy Securities Commissioner at (303) 894-2320

LAS VEGAS REAL ESTATE DEVELOPMENT COMPANY 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 Las Vegas, Nevada real estate company for allegedly violating the securities registration provisions of the Colorado Securities Act ("Act") in connection with the offer of securities in and from Colorado.

Named in the Order are **Southwest Opportunity Partners, LLC**, and the managing member and control person of Southwest Opportunity, **Robert Davis**, both of Las Vegas, Nevada.

The Staff of the Division of Securities (the "Staff"), a Division of the Department of Regulatory Agencies, has alleged that in January through March of 2009, Southwest and Davis attempted to sell investments in various real estate projects by mailing unsolicited advertising and making cold calls to potential investors. Southwest and Davis told potential investors that the money would be used to acquire distressed commercial properties in order to complete the construction as apartments and/or student housing, manage the properties, and eventually sell the properties. The Staff alleged that investors were promised a "10% preferred return, then 60% of operating cash flow, resulting in a "minimum 23% internal rate of return." The Staff alleged that Southwest and Davis failed to register its security offering and, by offering the investment opportunity to the public at large through the use of mailing advertisements and cold calls, Southwest was unable to take advantage of any private offering exemption under the Act. "Soliciting investors through general advertising for private offerings of securities is a violation of the law when those securities have not been registered," said Commissioner Joseph. "Investors should always be wary of investments that sound too good to be true. Contact our office to verify that securities have been properly registered before purchasing any security after seeing an ad."

The cease and desist order, which Southwest and Davis agreed to, orders them to immediately and permanently cease and desist offering or selling any "security" in or from the State of Colorado without first registering the securities in the State of Colorado or otherwise engaging in conduct in violation of any provision of the Act.

A copy of the Order can be found at:

<http://www.dora.state.co.us/securities/enforcement.htm#CeaseDesist>

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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