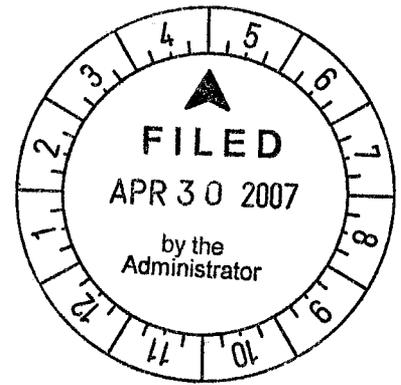


STATE OF OKLAHOMA
DEPARTMENT OF SECURITIES
THE FIRST NATIONAL CENTER, SUITE 860
120 NORTH ROBINSON
OKLAHOMA CITY, OKLAHOMA 73102



In the Matter of:

YOUR CHOICE™ and Jeff A. Richards,

Respondents.

ODS File No. 07-005

ORDER TO CEASE AND DESIST

On April 3, 2007, a recommendation to issue an order to cease and desist ("Recommendation") against YOUR CHOICE™ (YOUR CHOICE) and Jeff A. Richards (Richards) (collectively "Respondents"), was filed with the Administrator of the Oklahoma Department of Securities ("Department"). The issuance of such order is authorized by Section 814 of the Oklahoma Business Opportunity Sales Act ("Act"), Okla. Stat. tit. 71, §§ 801-829 (2001).

On April 6, 2007, the Administrator of the Department issued a Notice of Opportunity for Hearing with the Recommendation attached ("Notice"). Pursuant to Section 818.F of the Act, the Notice was served on the Administrator of the Department on April 6, 2007, and mailed to the last known addresses of Respondents, by certified mail, return receipt requested, and delivery restricted to the Respondents. The Notices were returned to the Department, and each was marked "Return to Sender, Attempted – Not Known, Unable to Forward." No request for a hearing has been received by the Administrator.

The Administrator of the Department, being fully advised in this matter, finds that the issuance of this order is in the public interest and does hereby adopt the Findings of Fact and Conclusions of Law set forth below.

Findings of Fact

1. YOUR CHOICE is a company that, at all times relevant hereto, was located in New Smyrna Beach, Florida. YOUR CHOICE represents that it is in the business of selling coupon book distributorships.

2. Richards is co-founder and chief executive officer of YOUR CHOICE.

3. On or about August 4, 2005, M. Blessum (Blessum), an Oklahoma resident, received correspondence from YOUR CHOICE seeking distributors to operate a home based business. The correspondence stated that distributors could make "\$4,000 + MONTHLY" by selling YOUR CHOICE coupon books. The purchase of the distributorship required a deposit of \$49.95 for a distributor's kit that would be fully refundable upon the purchase of marketing supplies and coupon books.

4. On or about August 4, 2005, Blessum ordered the distributor kit by mailing a check to YOUR CHOICE. After ordering the distributor kit, Blessum telephoned YOUR CHOICE and spoke with Richards. Richards assured Blessum that the coupon books could easily be sold from her home at the retail value of \$39.95 per book and that Blessum would make a profit from the sales of the coupon books. He further told her that YOUR CHOICE would provide marketing materials to assist Blessum in the sale of the coupon books. Richards offered to sell Blessum 700 coupon books for \$1,599.

5. In or about October, 2005, Blessum received the YOUR CHOICE coupon books. Due to their delayed delivery, Richards agreed to reduce the purchase price by \$200. On October 7, 2005, Blessum paid for the coupon books by mailing a check to YOUR CHOICE in the amount of \$1,399.

6. The distributorships offered and sold by YOUR CHOICE are not registered under the Act.

To the extent any of these Findings of Fact are more properly characterized as Conclusions of Law, they should be so considered.

Conclusions of Law

1. Effective service of process was made on Respondents pursuant to Section 818.F of the Act.

2. The distributorship agreement offered and sold by YOUR CHOICE and Richards is a business opportunity.

3. YOUR CHOICE and Richards offered and sold a business opportunity in the state of Oklahoma.

4. The offer and sale of the business opportunity by YOUR CHOICE and Richards without registration of the business opportunity under the Act is a violation of Section 806 of the Act.

To the extent any of these Conclusions of Law are more properly characterized as Findings of Fact, they should be so considered.

IT IS HEREBY ORDERED that YOUR CHOICE and Richards cease and desist from the offer and sale of business opportunities that are not registered or exempt from registration in violation of Section 806 of the Act.

Witness my Hand and the Official Seal of the Oklahoma Department of Securities this 30th day of April, 2007.

(SEAL)



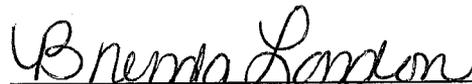
IRVING L. FAUGHT, ADMINISTRATOR OF THE
OKLAHOMA DEPARTMENT OF SECURITIES

CERTIFICATE OF MAILING

The undersigned hereby certifies that on the 1st day of ~~April~~^{May}, 2007, a true and correct copy of the above and foregoing Order to Cease and Desist was mailed by certified mail, return receipt requested, delivery restricted, with postage prepaid thereon, addressed to:

Jeff Richards
699 N. Dixie Freeway, #106
New Smyrna Beach, FL 32168

YOUR CHOICE™
699 N. Dixie Freeway, #106
New Smyrna Beach, FL 32168



Brenda London
Paralegal