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Press Release

COMMISSIONER'S OFFICE

FOR IMMEDIATE RELEASE
March 14, 2013

No. 13-12

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Investor Alert – Profitable Sunrise

(Anchorage, AK) – The Division of Banking and Securities, within the Department of Commerce, Community, and Economic Development (DCCED), cautions Alaskans regarding a possible fraudulent investment scheme currently advertised through various Alaska-focused websites. Profitable Sunrise, a company purportedly based in Birmingham, England, is offering and attempting to sell unregistered securities in Alaska.

Profitable Sunrise is offering investors substantial returns on their investments, quoting 'per day' returns through supposed short term, 'risk-free' loans to businesses, and states that all investments are insured against losses. The division has been unable to verify any of the claims made by Profitable Sunrise or its agents.

"Guarantees of 1% returns or more *per day* fall in the realm of too good to be true," said Director Lorie Hovanec. "Current returns on bank certificates of deposits are generally less than 1% per year, and rates to borrow money are at all-time lows."

Profitable Sunrise appears to be making similar offers in other states. With the growth of the internet, there are an ever-increasing number of investment scams that use electronic communications to convince the public to part with their hard-earned money. Persons with information regarding Profitable Sunrise are encouraged to telephone the division at 907-269-8140 or send an email to dbsc@alaska.gov.

As with any offer of securities, Alaskans should always remember to carefully analyze and review any investment opportunity as well as the firm and agent making the offer.

Check the national registration information and background of a broker or brokerage firm at www.brokercheck.finra.org, and of an investment adviser at www.adviserinfo.sec.gov. For detailed Alaska information, please contact the division by phone at 907-269-8140 or toll free at 1-888-925-2521, or via e-mail at dbsc@alaska.gov.

The Division of Banking and Securities along with the Alcoholic Beverage Control Board, the Regulatory Commission of Alaska, the Division of Insurance, and the Division of Corporations, Business and Professional Licensing are tasked with protecting consumers in Alaska. For additional information about DCCED and its agencies, please visit www.commerce.alaska.gov.

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