

... (the
"Citadel Mall Store") and Looking 4 Local Gifts & More, LLC (the "Mount Pleasant
Store").

4. In connection with soliciting investments, Respondent Soriano offered potential investors

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pay Group 2 a collective total of ninety-two percent (92%) of the profits of the Mount Pleasant Store.

13. Contrary to Respondent Soriano's representations, Respondent Soriano did not use the Investor's investments in accordance with the terms of their investments.
14. Contrary to Respondent Soriano's representations, Respondent Soriano did not pay the

investors in accordance with the terms of their investments.

15. Contrary to Respondent Soriano's representations, Respondent Soriano used Investor's money to make payments to other Investors, consistent with a Ponzi scheme.

as an unregistered broker-dealer in violation of S.C. Code Ann. § 35-1-401(a).

26. In connection with the events above, Respondent Soriano (1) employed a device, scheme, or artifice to defraud; (2) made one or more untrue statements of material fact or omitted

to state a material fact necessary in order to make the statements made, in light of the circumstances under which they were made, not misleading; and (3) engaged in acts,

practices, or courses of business that operate as a violation of S.C. Code Ann. § 35-1-501.

27. It is in the public interest, for the protection of investors, and consistent with the purposes of the Act that Respondent Soriano be ordered to cease and desist from engaging in the

contained herein. To schedule such a hearing, Respondent Soriano must file a written Answer specifically requesting a hearing with the Securities Division within thirty (30) days after the

date of service of this Order to Cease and Desist. The written Answer must be addressed to:

The Office of the South Carolina Attorney General
Securities Division
Attn: Wanda Ealy
Post Office Box 11549
Columbia, South Carolina 29211-1549

If Respondent Soriano requests a hearing, the Division, within thirty (30) days after receipt of a request in a record from Respondent Soriano, will schedule the hearing for Respondent Soriano.

