

ALABAMA SECURITIES COMMISSION

Post Office Box 304700

Montgomery, Alabama 36130-4700

Telephone: (334) 242-2984 or 1-800-222-1253 Fax: (334) 242-0240

Email: [asc@asc.alabama.gov](mailto:asc@asc.alabama.gov) Website: [www.asc.alabama.gov](http://www.asc.alabama.gov)

**INVESTOR ALERT: European-based Financial Website May be Investor Trap**

MONTGOMERY, ALABAMA (July 8, 2009) Joseph Borg, Director of the Alabama Securities Commission (ASC), warns Alabama investors to be aware of a European-based financial website that may be seeking personal financial information from U.S. investors. The company, identifying itself as World Financial Group, Inc., advertises via the worldwide web using an internet address indicating its location is within the European Union. The company is also allegedly using the name of a legitimate U.S.-based financial company, in violation of copyright and trademark restrictions, among other undetermined activities.

The website describes the company as “a long term, high yield private loan program” that is “not available to the general public” and claims exemption from U.S. securities laws. However, World Financial Group, Inc. is a Duluth, Georgia-based marketing company affiliated with World Group Securities, Inc. (WGS), which offers securities broker-dealer services, is registered to conduct securities business in Alabama and operates a branch office in Cullman, Alabama. WGS, Inc., has notified federal and state securities regulators that the European company is using its name without its consent and may attempt to solicit Alabama investors, as well as those in other states, to possibly furnish personal financial details or to potentially put their money in undetermined or speculative investment opportunities.

“We want all Alabama investors to understand that this is not a legitimate U.S. website and any offers or solicitations made through it should be treated skeptically,” said Borg. “Any foreign company seeking to make investment offers to American citizens must be registered with the U.S. Securities and Exchange Commission, as well as state securities regulators like the ASC. The worldwide financial crisis has helped create an environment in which financial criminals flourish and use the internet as a tool to entice investors to spend their hard-earned savings on questionable and often fraudulent get-rich-quick schemes. Before you invest contact the Alabama Securities Commission to verify proper licensing and check out the background of the person offering a financial product and to verify that the product is registered to sell in Alabama.”

The ASC cautions potential investors to thoroughly scrutinize and research any investment opportunity or offer. Contact the ASC with inquiries concerning securities broker-dealers, agents, investment advisers, investment adviser representatives, financial planners, registration status of securities, to report suspected fraud or to obtain consumer information.

###

For further information contact Dan Lord, ASC Education and Public Affairs Manager, 334-353-4858.

ALABAMA SECURITIES COMMISSION

Post Office Box 304700

Montgomery, Alabama 36130-4700

Telephone: (334) 242-2984 or 1-800-222-1253 Fax: (334) 242-0240

Email: [asc@asc.alabama.gov](mailto:asc@asc.alabama.gov) Website: [www.asc.alabama.gov](http://www.asc.alabama.gov)