

ALABAMA SECURITIES COMMISSION
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INVESTOR ALERT Alabama Investors Cautioned About Possible Fraud Tied to Foreign-based Unregistered Investment Contracts

MONTGOMERY, ALABAMA (Mar. 6, 2013) Joseph Borg, Director of the Alabama Securities Commission (ASC) issued an investor alert to all Alabama citizens regarding possible securities fraud linked to the attempted sale of unregistered investment contracts being offered by a Birmingham, England-based company known as "Profitable Sunrise." The company has attempted to sell the investment contracts to individuals in at least one other southeastern U.S. state thus far, prompting authorities there to issue a Cease and Desist Order to the company's officers.

An investigation of Roman Novak, Radoslav Novak and their company, Inter Reef, Ltd., doing business as Profitable Sunrise, revealed that the men allegedly promoted at least five different "investment plans" through a website that offered rates of return ranging from 1.6% per business day to 2.7% per business day for periods of from between 180 to 240 business days. Investors were told that their money would be used to fund short-term, "risk-free" loans to businesses, and that "all funds deposited with us are insured against loss" by a leading investment bank. Further investigation revealed that victims had been instructed to wire money to financial institutions in Eastern Europe, including one bank identified as being in the Czech Republic. ASC records revealed that neither of the men, nor the company they represent, are registered to conduct securities business in Alabama, as required by the Alabama Securities Act.

"We want to make our citizens aware of the potential perils of web-based investment marketing," said Borg. "As with all investment opportunities, investors should thoroughly scrutinize any offer, especially if it comes from a foreign country. "Most investment offerings, as well as the person making an investment offering, must be registered with the Alabama Securities Commission. This is a critical first step in protecting the public from con artists and investment fraud."

Borg urged anyone in Alabama who has invested with Profitable Sunrise to contact the ASC's Enforcement Division at 1-800-222-1253.

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 or debt management programs, to report suspected fraud or to obtain consumer information. The ASC provides free investor education and fraud prevention materials in print, on our website and through educational presentations upon request.

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

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