

BEFORE THE
STATE OF WISCONSIN
DEPARTMENT OF FINANCIAL INSTITUTIONS
DIVISION OF SECURITIES

In the Matter of

PETITION FOR ORDER

PROMED ALLIANCE
INTERNATIONAL, INC.,
WILLIS BRADFORD HALE, and
JORDAN HERNANDEZ,

File No. S-223459(EX)

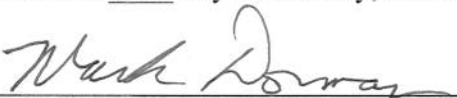
Respondents.

The staff of the Bureau of Enforcement of the Division of Securities, Department of Financial Institutions, State of Wisconsin has conducted an investigation in this matter pursuant to Wis. Stat. § 551.602, and as a result thereof alleges as follows:

1. ProMed Alliance International, Inc. ("ProMed") is a Florida corporation organized on October 24, 2008, with a last known business address of 778 South Military Trail, Deerfield Beach, Florida 33442.
2. Willis Bradford Hale ("Hale") is an individual born in August, 1953, who at all times material hereto has been an owner, officer, and controlling person of ProMed with the same last known business address as ProMed.
3. Jordan Hernandez ("Hernandez") is an individual who at all times material hereto has been an agent of ProMed with a last known business address of ProMed.
4. During the summer of 2011, Hernandez, on behalf of ProMed and Hale, offered and sold common stock in ProMed to at least one person in Wisconsin.
5. Hernandez has never been registered as a securities agent in Wisconsin pursuant to Wis. Stats. Ch. 551.
6. Respondents ProMed and Hale have violated Wis. Stat. § 551.402(4) by employing an unregistered agent to offer and sell securities to a person in Wisconsin.
7. Respondent Hernandez has violated Wis. Stat. § 551.402(1) by offering and selling securities in Wisconsin without registration as a securities agent.
8. Staff of the Division wrote to ProMed, Hale and Hernandez to request information and documents concerning their offer and sale of securities to persons in Wisconsin, giving a due date for a response. The Division has received no response, despite the due date having passed.

Therefore, the staff of the Bureau of Enforcement petitions the Administrator of the Division of Securities to issue the attached Order pursuant to Wis. Stats. Ch. 551.

Dated this 23rd day of January, 2013.


Mark Dorman
Senior Examiner
Bureau of Enforcement


Leslie M. Van Buskirk
Attorney Supervisor
Bureau of Enforcement

BEFORE THE
STATE OF WISCONSIN
DEPARTMENT OF FINANCIAL INSTITUTIONS
DIVISION OF SECURITIES

In the Matter of

PROMED ALLIANCE INTERNATIONAL, INC.,

Respondent.

CEASE AND DESIST ORDER
(SUMMARY)

File No. S-223459 (EX)

Based upon the attached Petition for Order, I have reason to believe that any further offer or sale of unregistered securities by or on behalf of Respondent would be fraudulent to purchasers, and I find that this action is necessary and appropriate in the public interest and for the protection of investors:

Therefore, pursuant to Wis. Stat. § 551.604(2),

IT IS ORDERED THAT:

- a. ProMed Alliance International, Inc., its agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on its behalf, shall cease and desist from making or causing to be made to any person or entity in Wisconsin any further offers or sales of securities unless and until such securities qualify as covered securities or are registered under Wis. Stats., Ch. 551, or successor statute.
- b. ProMed Alliance International, Inc., its successors, affiliates, controlling persons, officers, agents, servants, employees, and every entity and person directly or indirectly controlled or hereafter organized by or on its behalf, are prohibited from employing an agent to represent them in Wisconsin unless the agent is registered under Wis. Stats. Ch. 551 or successor statute, or excepted from the registration requirement.

EXECUTED at Madison, Wisconsin, this 23rd day of January, 2013.

(SEAL)



Patricia D. Struck
Administrator
Division of Securities

NOTICE:

This Order is effective on the date issued. Any person subject to the Order may request a hearing in the form of a written petition for hearing as provided in Wis. Admin. Code § DFI-Sec. 8.01. If no hearing is requested, this Order will become final by operation of law 30 days after service.

You are advised that any willful violation of an Order issued by the Administrator of the Division of Securities under Wis. Stats. Ch. 551 is a criminal offense punishable under the provisions of Wis. Stat. § 551.508.

BEFORE THE
STATE OF WISCONSIN
DEPARTMENT OF FINANCIAL INSTITUTIONS
DIVISION OF SECURITIES

In the Matter of

WILLIS BRADFORD HALE,

Respondent.

CEASE AND DESIST ORDER
(SUMMARY)

File No. S-223459 (EX)

Based upon the attached Petition for Order, I have reason to believe that any further offer or sale of unregistered securities by or on behalf of Respondent would be fraudulent to purchasers, and I find that this action is necessary and appropriate in the public interest and for the protection of investors:

Therefore, pursuant to Wis. Stat. § 551.604(2),

IT IS ORDERED THAT:

- a. Willis Bradford Hale, his agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on his behalf, shall cease and desist from making or causing to be made to any person or entity in Wisconsin any further offers or sales of securities unless and until such securities qualify as covered securities or are registered under Wis. Stats. Ch. 551, or successor statute.
- b. Willis Bradford Hale, his successors, affiliates, controlling persons, officers, agents, servants, employees, and every entity and person directly or indirectly controlled or hereafter organized by or on his behalf, are prohibited from employing an agent to represent him in Wisconsin unless the agent is registered under Wis. Stats. Ch. 551, or successor statute, or excepted from the registration requirement.

EXECUTED at Madison, Wisconsin, this 23~~rd~~ day of January, 2013.

(SEAL)



Patricia D. Struck
Administrator

Division of Securities

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BEFORE THE
STATE OF WISCONSIN
DEPARTMENT OF FINANCIAL INSTITUTIONS
DIVISION OF SECURITIES

In the Matter of

JORDAN HERNANDEZ,

Respondent.

CEASE AND DESIST ORDER
(SUMMARY)

File No. S-223459 (EX)

Based upon the attached Petition for Order, I have reason to believe that any further offer or sale of unregistered securities by or on behalf of Respondent would be fraudulent to purchasers, and I find that this action is necessary and appropriate in the public interest and for the protection of investors:

Therefore, pursuant to Wis. Stat. § 551.604(2),

IT IS ORDERED THAT:

- a. Jordan Hernandez, his agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on his behalf, shall cease and desist from making or causing to be made to any person or entity in Wisconsin any further offers or sales of securities unless and until such securities qualify as covered securities or are registered under Wis. Stats. Ch. 551, or successor statute.
- b. Jordan Hernandez is prohibited from transacting business as a securities agent in Wisconsin unless registered under Wis. Stats. Ch. 551, or successor statute, or excepted from the registration requirement.

EXECUTED at Madison, Wisconsin, this 23rd day of January, 2013.

(SEAL)



Patricia D. Struck
Administrator
Division of Securities

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