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THE PEOPLE OF THE STATE OF CALIFORNIA

SUPERIOR COURT OF THE STATE OF CALIFORNIA
COUNTY OF LOS ANGELES

THE PEOPLE OF THE STATE OF CALIFORNIA,

Plaintiff,
v.

PAMELA CHAIS, an individual, as Personal Representative and Executor of the Estate of Stanley Chais; and DOES 1 through 100, inclusive,

Defendants.

EXEMPT FROMH21LMAT FEES
 county oflosangeles

SEP 092011
John A. Clarke, Executive Officer/Clerk BY $\frac{\text { Rad }}{\text { Raul Sanctice }}$, Deputy


## COMPLAINT

Plaintiff, the People of the State of California, by and through Karnala D. Harris, Attomey General of the State of California, alleges the following, on information and belief:

1. This action is brought against Stanley Chais, an unregistered investment adviser, who over the past 40 years has recklessly and clandestinely delivered hundreds of millions of dollars of investors' money to his friend and associate Bernard Madoff (Madoff). Chais, who fashioned himself as an "investment wizard," collected over $\$ 250$ million in fees supposedly for exercising his skill and judgment in managing investments. In fact, all Chais did was turn over the entirety of his investors' capital to Madoff without their knowledge or authorization and despite numerous indicia that Madoff was running a fraudulent scheme.
2. From the early 1970 s to December 2008, Chais served as one of the largest feeder funds to Madoff, funneling hundreds of millions of dollars into Madoffs Ponzi scheme. In addition to his personal, entity and family accounts, Chais was the general partner of three funds, the Brighton Company (Brighton), the Lambeth Company (Lambeth) and the Popham Company (Popham) (collectively, the "Chais Funds"), each of which was fed into by numerous limited partnerships all formed for the express purpose of investing with Chais. Brighton, Lambeth and Popham were all or substantially all given over to Madoff.
3. All told, Chais was responsible for the capital of hundreds of investors through the Chais Funds. Chais led these investors to believe that he was actively managing their investments and extracted astronomical fees -- 25 percent of annual profits -- for his services. While there is some variation, typically Chais's investors are not sophisticated and many are elderly. Many of these men and women describe their experience with Chais as "heartbreaking," " "rightmare," and state that it caused their lives to "change overnight." A number of Chais's investors have been forced to sell their homes and move in with their adult children. Many'lost their life savings, their retirement funds, their children's college funds and the financial legacy, they had intended to leave behind.

4. Through his conduct, Chais violated California Corporations Code section 25401; California Corporations Code section 25235; California Business and Professions Code section 17500; and California Business and Professions Code section 17200. By this action, Plaintiff seeks an order permanently enjoining Chais from the unlawful activity set forth herein, requiring Chais to disgorge all profits and compensation obtained by his violations of Corporations Code sections 25401 and/or 25235, granting restitution, imposing civil penalties, and granting all other relief available under California law.

## I. DEFENDANTS AND VENUE

5. Defendant Stanley Chais, an individual, was an unregistered investment adviser formerly based in Beverley Hills, California, At all relevant times, defendant Chais was the general partner of, and advisor to, each of the Chais Funds. At all relevant times, defendant Chais has transacted business throughout the State of California, including Los Angeles County. On or about September 25, 2010, during the pendency of this action, Mr. Chais passed away.
6. Defendant Pamela Chais, an individual, is the duly appointed executor of the Estate of Stanley Chais and has been granted the powers, duties, and obligations of a general personal representative of Chais's estate. By order of this Court dated June 27, 2011, Pamela Chais, as personal representative of the Estate of Stanley Chais, was substituted for Defendant Stanley Chais in this action.
7. Plaintiff is not aware of the true names and capacities of the defendants sued as Does 1 through 100, inclusive, and therefore sues these defendants by such fictitious names. Each of these fictitiously named defendants is responsible in some manner for the activities alleged in this Complaint. Plaintiff will amend this Complaint to show the true names of the fictitiously named defendants once they are discovered.
8. The defendants identified in paragraphs 5 through 7 may collectively be referred to as "Defendants."
9. Whenever reference is made in this Complaint to any act of any defendant(s), such allegation shall mean that each defendant acted individually and jointly with the other defendants.
10. Whenever reference is made in this Complaint to any act or transaction of any corporate, partnership or business defendant that reference shall mean that the corporation, partnership or other business did the acts alleged though its officers, partners, directors, employees, agents and/or representatives while they were acting within the actual or ostensible scope of their authority.
11. At all relevant times, each defendant committed the acts, caused or directed others to commit the acts, or permitted others to commit the acts alleged in this Complaint. Knowing or realizing that other defendants were engaging in or planning to engage in unlawful conduct, each defendant nevertheless facilitated the commission of those unlawful acts. Each defendant intended to and did encourage, facilitate, or assist in the commission of the unlawful acts, and thereby aided and abetted the other defendants in the unlawful conduct.
12. At ail relevant times, Defendants have engaged in a conspiracy, common enterprise, and common course of conduct, the purpose of which is and was to engage in the violations of law alleged in the Complaint. This conspiracy, common enterprise and common course of conduct continues to the present.
13. The violations of law alleged in this Complaint occurred in Los Angeles County and elsewhere throughout California and the United States.

## II. BACKGROUND

## A. The Madoff Ponzi Scheme

14. Since 1960, Bernard Madoff owned and operated Bemard L. Madoff Investment Securities LLC (BMIS), a brokerage and investment advisory service. Madoff represented that BMIS managed over $\$ 17$ billion of client assets as of January 2008. In reality, BMIS had assets on hand worth a small fraction of that amount. On December 10, 2008, Madoff confessed to his sons that the investment advisory service was a giant Ponzi scheme, as he put it, "one big lie." On March 12, 2009, Madoff pleaded guilty to 11 felony coints and admitted to defrauding thousands of investors of billions of dollars. In substance, Madoff admitted that from at least as early as the 1980 s, BMIS had been paying returns to certain investors out of the principal received from other investors and that he had never actually invested his clients' funds in
securities. Federal prosecutors estimated client losses, which included fabricated gains, of almost $\$ 65$ billion. On June 29, 2009, Madoff was sentenced to 150 years in prison, the maximum allowed:
15. In order to perpetrate his scheme, Madoff depended upon middlemen and feeder funds that attracted billions of investment dollars to him. In the process, these feeders took in extremely large "management" fees, frequently for doing little more than turning over all of their investment capital to Madoff. Many investors in these feeder funds were horrified to learn for the first time in December 2008 that they were entirely invested with Madoff and that all of their investment had been lost.
16. The largest and best-known feeder in California is Stanley Chais. Chais is an unregistered investment advisor formerly based in Beverly Hills who has funneled money to Madoff over many decades. Chais is a long-time business associate and friend of Madoff and his phone number appeared as the first speed dial entry on a telephone list at Madoff's office. Chais had two sets of accounts invested with Madoff. Chais controlled: (1) approximately 60 personal, entity and family trust accounts (the "Chais Family Accounts"); and (2) the Chais Funds - regular trading accounts, for which Chais recruited outside investors.

## B. The Chais Funds

## 1. Formation and Structure

17. Chais created Lambetti in 1970, Brighton in 1973 and Popham in 1975. Each of the funds was created as a limited partnership with Chais serving as the general partner. Under the Chais Funds' partnership agreements, Chais had "exclusive control over the business of the partnership[s]." Chais gave all or substantially all of the Chais Funds' assets to Madoff.
18. Lambeth is a California limited partnership formed in 1970 for the stated purpose of "carrying on an arbitrage business." Chais has served as Lambeth's general partner since its inception; in his individual capacity until 2004, and thereafter through the Chais 1991 Fanily Trust, a trust under Chais's control. At the time of its formation, Lambeth had two limited partners, both of whom were natural persons: Additional limited pariners, several of which were limited partnerships that were formed for the purpose of investing in Lambeth, were gradually
added and/or replaced over the years. As of 2008, there were approximately twelve limited partners in Lambeth, most of which were general partnerships or informal "nominee groups," encompassing over 260 investors. All, or substantially all, of Lambeth's assets were given to Madoff. As of November 2008, Madoff represented that Lambeth's BMIS account balance was approximately $\$ 400$ million. This purported balance was vitiated by the collapse of BMIS.
19. Brighton is a California limited partuership formed in 1973 for the stated purpose of "conducting the business of arbitrage and related transactions." Chais has served as Brighton's general partner since its inception; in his individual capacity until 2004, and thereafter through the Chais 1991 Family Trust, a trust under Chais's control. At the time of its formation, Brighton had five limited partners, all of whom were natural persons. Additional limited partners, several of which were limited partnerships that were formed for the purpose of investing in Brighton, were gradually added and/or replaced over the years. As of 2008 , there were approximately nine limited partners in Brighton, most of which were general partnerships or informal "nominee groups," encompassing over 90 investors. All, or substantially all, of Brighton's assets were given to Madoff. As of November 2008, Madoff represented that Brighton's BMIS account balance was approximately $\$ 380$ million. This purported balance was vitiated by the collapse of BMIS.
20. Popham is a Califomia limited partnership formed in 1975 for the stated purpose of "conducting the business of arbitrage and related transactions." Chais has served as Popham's general partner since its inception; in his individual capacity until 2004, and thereafter through the Chais 1991 Family Trust, a trust under Chais's control. At the time of its formation, Popham had six limited partners, consisting of natural persons, some of whom were trustees. Additional limited partners, several of which were limited partnerships that were formed for the purpose of investing in Popham, were gradually added and/or replaced over the years. As of 2008, there were approximately ten limited partners in Popham, most of which were general partnerships or informal "nominee groups," encompassing over 110 investors. All, or substantially all, of Popham's assets were given to Madoff: As of November 2008, Madoff represented that.

Popham's account balance was approximately $\$ 130$ million. This purported balance was vitiated by the collapse of BMIS.
2. Chais's Fees
21. Each of the Chais Funds' partnership agreements provides that Chais, as the general partner, has "exclusive control over the business of the partnership . . . [and] shall render his personal services to the partnership, and shall devote thereto such time as he may deem necessary." Each of the Chais Funds' partnership agreements contains a provision for Chais, as general partner, to receive a fee for his "services" such that "[s]hould the net profit accruing to a Limited Partner be more than ten percent of the Limited Partner's investment computed on an annualized basis, then the General Partner shall receive a sum equal to twenty-five percent of the Limited Partner's profit but in no event shall the amount accruing to the Limited Partner be less than ten percent of the Limited Partner's invested capital, computed on an annualized basis."
22. Chais, with the assistance of his accountant, distributed periodic reports to the Chais Funds investors, representing each investor's purported balance and returns based upon the BMIS reports that Madoff provided Chais. According to the account statements Madoff provided Chais and the account statements Chais in turn provided to the Chais Funds investors, the Chais Funds consistently yielded purported annual returns between 20-25 percent, and supposedly did not have any returns less than 10 percent since at least 1995.
23. Under the terms of partnership agreements, Chais charged the Chais Funds approximately $\$ 269,608,000$ in fees from 1995-2008.

## III. DEFENDANTS' BUSINESS ACTS AND PRACTICES

## A. Misrepresentations and Omissions

24. For four decades, Chais presented himself as an investment wizard who was successfully running several "arbitrage parinerships" and was deserving of exorbitant fees. In general, Chais discouraged specific questions about his trading strategy. A number of the investors referred to the Chais Funds as a "black box" because of Chais's secrecy with respect to his investment techniques. When pressed for details, Chais would often say that he did not-
discuss his investment strategy and that if investors were uneasy, they were free to withdraw from the Chais Funds (and forego the consistently excellent returns).
25. To the extent that information was given, it was that Chais was the one who was directing the investments. Chais purported to execute a complex investment strategy and created the impression that he was personally employing arbitrage and trading in derivatives. Chais's associates appeared to have talking points for (potential) investors that included references to Chais's superior skill and experience, his greater understanding of the market, his connections to sophisticated brokers and entities (plural) in New York and his use of advanced technology. People were also led to believe that their investments in the Chais Funds were diversified using a combination of futures, currencies and stocks.
26. Chais made a number of explicit misrepresentations to Chais Funds investors. One investor, a California resident and one of the original partners of Leghom Partners (alimited partner of Brighton), had a number of conversations with Chais beginining in the 1970 s and throughout the years about Chais's arbitrage investments. Chais represented to this investor that he hedged his investments and "played both sides against the middle" to mitigate losses. In none of the subsequent discussions that Chais had with this investor about his track record and the Chais Funds' performance did Chais ever state that he was not actually managing the Chais Funds.
27. In or around the spring of 2001, another investor, a California resident who was the president of Southridge Corp., an S corporation that served as the general partner of CMG , Ltd. (a Brighton limited partner), approached Chais about his arbitrage strategy. During this conversation, Chais told the investor that over the past two to three years, he had moved away from buying convertible bonds and then shorting stock and was increasingly using other arbitrage strategies. Chais told this investor that he was currently utilizing derivatives. Chais said that he had been doing derivative transactions for 15-20 years and that they had accounted for 25-33 percent of the Chais Funds' trades. Chais said that beginning in roughly 1999, derivative transactions accounted for all of his trades. Chais gave this investor an explanatory example that he might purchase a stock; sell a "call" in connection with the same stock; and buy a "put" in ... connection with the same stock. Chais assured this investor that he alleviated risk by always
being hedged and by not being heavily leveraged．Chais also pointed out that while he had lost money on a＂handful＂of trades involving derivatives，the Chais Funds year－end profit percentages were consistent with those based upon his earlier arbitrage strategy．After his discussion with Chais，the investor wrote a letter to all of the CMG，Ltd．investors explaining Chais＇s purported new strategy．

28．In or around June 2008，Chais sent a letter to his investors alerting them that he was seriously ill．Chais wrote that in the event that he was no longer able to serve as general partner of the Chais Funds，he was naming his son as his successor：Chais listed his son＇s qualifications to take over the management of the Chais Funds，including his legal training and experience managing a venture fund．In this letter，and in subsequent phone calls discussing Chais＇s possible succession，Chais represented that he was actually managing investors＇assets and that he was training his son to assume his role．In this letter，Chais stated that he had been＂in close touch with the relevant brokers in New York＂regarding his plan of succession（emphasis added to indicate use of plural）．

29．At no time did Chais tell his investors that the person managing all or substantially all of the Chais Funds was actually Bemard Madoff．

30．Based upon these and other misrepresentations and omissions，most investors believed that Chais was a financial genius who managed the Chais Funds and formulated their investment strategy．So convinced of and impressed by Chais＇s prowess and performance，one investor stated that her family joked that＂every night we should all say a little prayer for Stanley Chais．＂When Chais announced his illness，his investors were very concerned about what would happen if Chais were not there to actively manage their money．In sum，Chais＇s investors believed that he was central and integral to the success of the Chais Funds；they were unaware that Chais did nothing more than hand over all of the Chais Funds＇assets to Madoff．

31．Many of Chais＇s investors had never heard of Madoff before his downfall on＇ December 11，2008．Chais instructed his accountant that neither Madoff nor Chais wanted Madoff＇s name or involvement disclosed to Chais Funds investors：Most of Chais＇s investors• were unaware that Chais had invested with Madoff until after Madoff＇s arrest when Chais was
forced by events to inform them that the man actually handling all of their funds was Madoff and that all their money had been lost. One investor in Marloma Securities, (a limited partner in Popham), only learned that he was invested with Madoff, and that his investment was gone, after reading of Chais's involvement with Madoff in the Wall Street Journal on December 17, 2008.

## B. False Financial Returns

32. Chais was able to substantiate his investment savant image by appearing to provide unfailingly large returns to his investors. In or around the mid-1990s, Chais told Madoff that he could not tolerate losses and that he did not want there to be any losses in any of the Chais Funds' trades. Madoff apparently accommodated Chais's request and seems to have produced made-to-order returns for him.
33. Between 1999 and 2008, despite supposedly executing thousands of trades on behalf of the Chais Funds, Madoff did not report a loss on a single equities trade. The Chais Funds received improbably high and consistent returns of between 20 and 25 percent, with only three months of negative returns between 1996 and 2007. The Chais Family Accounts reported even higher returns, sometimes in excess of 100 to 300 percent per year, with a combined average annual return of almost 40 percent. By contrast, during the same period, annual returns for the S\&P 500 fluctuated by over 55 percentage points, with an average annual return of 10.72 percent and 52 months of negative returns.
34. Madoff also appears to have generated losses for the Chais. Family Accounts on demand (ostensibly to offset gains in other investments for tax purposes). Some of these "losses" apparently were manufactured after the dates when the subject transactions purportedly took place.
35. Based on Madoff's ability to produce customized returns, Chais knew or should have known that Madoff could not have been legitimate, that the Chais Funds account statements received from Madoff were false, and that the account statements that Chais provided to the Chais Funds investors based upon the Madoff reports were also false. Chais, however, continued to distribute account statements based upon the Madoff reports to the Chais Funds investors up to the time of the collapse of Madoff's scheme. .
36. As set forth above, in exchange for Chais's purported skill and expertise and based upon his supposedly high returns, Chais charged the Chais Funds approximately $\$ 269,608,000$ in fees between 1995 and 2008.

## FIRST CAUSE OF ACTION

Securities Fraud
(California Corporations Code Section 25401)
37. Plaintiff refers to and realleges paragraphs 1 through 36 , inclusive above, and incorporates them by reference as though fully set forth in this cause of action.
38. Corporations Code section 25401 makes it unlawful for any person to offer or sell a security in this state by means of any written or oral communication which includes an untrue statement of material fact or an omission of a material fact.
39. The limited partnership interests in the Chais Funds are "securities" as defined in Corporations Code section 25019.
40. In offering and selling the securities referred to in this Complaint, Chais, or individuals acting on his behalf or at his direction, made untrue statements and/or misrepresentations of material facts to some or all prospective or existing investors. The misrepresentations included, without necessarily being limited to:
(a) Statements that Chais was the one directing the investments and was personally employing a complex investment strategy;
(b) References to Chais's superior skill and experience, his greater understanding of the market, his connections to sophisticated brokers and entities in New York and his use of advanced technology; "
(c) Statements detailing Chais's investment strategy and purported changes to it, as set forth in Paragraphs 25 and 26 of this Complaint;
(d) Statements regarding Chais's investment track record;
(e) Statements indicating that the Chais Funds' investments were diversified;
(f) Chais's June 2008 letter to investors and subsequent conversations with his investors regarding his illness and possible succession in which Chais represented that he was training his son to take over his role of managing the Chais Funds investments as set forth in Paragraph 27 above; and
(g) "False account statements distributed to investors.
41. These statements both individuaily and taken collectively were designed to and did convey that Chais was actively and personally managing the Chais Funds, and was deserving of great compensation for so doing, when in fact he did nothing more than turn over all or substantially all of the Chais Funds to Madoff.
42. In offering and selling the securities referred to in this Complaint, Chais, or individuals acting on his behalf or at his direction, also omitted to state material facts necessary in order to make the statements made, in light of the circumstances under which they were made, not misleading to some or all of the prospective or existing investors. The omissions included, without necessarily being limited to:
(a) The failure to disclose that Chais was not personally managing or dictating the investment strategy of the Chais Funds;
(b) The failure to disclose that the Chais Funds were not diversified; and
(c) The failure to disclose that all or substantially all of the Chais Funds were invested with, and at the discretion of, Madoff.
43. The misrepresentations and omissions were made in connection with the offer and sale of securities within the meaning of Corporations Code section 25017.
44. The misstatements and omissions took place within the State of California within the meaning of Corporations Code section 25008.

## SECOND CAUSE OF ACTION

Transaction, Practice or Course of Business to Defraud by Investment Adviser (California Corporations Code Section 25235)
45. Plaintiff refers to and realleges paragraphs 1 through 44, inclusive above, and incorporates them by reference as though fully set forth in this cause of action.
46. At all relevant times, Chais operated as an investment adviser to the Chais Funds and their investors within the meaning of Corporations Code section 25009.
47. Chais has violated Corporations Code section 25235 by engaging in acts, practices or a course of business as an investment adviser that are fraudulent, deceptive or manipulative by making material misrepresentations and omitting material facts necessary in order to make the
statements made, in light of the circumstances under which they were made, not misleading, including, but not limited to, those set forth by this Complaint.
48. In addition to the conduct alleged in paragraph 46 of this Complaint, Chais, or individuals acting on his behalf or at his direction, have violated Corporations Code section 25235 by distributing account statements to his investors that Chais knew or should have known were false.

## THIRD CAUSE OF ACTION

Untruc or Misleading Statements
(California Business and Professions Code Section 17500)
49. Plaintiff refers to and realleges paragraphs I through 48, inclusive above, and incorporates them by reference as though fully set forth in this cause of action.
50. Chais has violated Business and Professions Code section 17500 by making or disseminating untrue or misleading statements, or by causing untrue or misleading statements to be made or disseminated, in or from California, with the intent to induce members of the public to maintain their investment in the Chais Funds and continue to pay Chais's annual fee.
51. These untrue, misleading or deceptive statements include, but are not necessatily limited to:
(a) Statements regarding Chais's qualifications as an investment adviser, such as his superior skill and experience, his greater understanding of the market, his connections to brokers and entities in New York and his use of advanced technology;
(b) Statements that Chais hedged the "arbitrage investments" and "played both sides against the middle" to mitigate losses as set forth in Paragraph 25 above;
(c) Statements regarding Chais's track record with his Chais Funds investments;
(d) Statements that Chais had shifted his investments strategy from selling short to utilizing derivatives as set forth in Paragraph 26 above;
(e) Statements that Chais was training his son to assume Chais's role of managing the Chais Funds as set forth-in Paragraph 27 above; -
(f) Statements suggesting that the Chais Funds were diversified; and
(g) The absolute failure to disclose that the Chais Funds were all or substantially all invested with and at the discretion of Madoff.
52. These statements are untrue and misleading because investors were led to believe. that Chais was actively managing their investments in the Chais Funds and therefore deserving of the exorbitant fees he charged for doing so. In fact, Chais was not actually managing or investing the Chais Funds and was nothing more than a conduit to Madoff.

## FOURTE CAUSE OF ACTION

## Unfair Competition

(California Business and Professions Code Section 17200)
53. Plaintiff refers to and realleges paragraphs 1 through 52 , inclusive above, and incorporates them by reference as though fully set forth in this cause of action.
54. At all relevant times, Chais, or individuals acting on his behalf or at his direction, have engaged in and continue to engage in, aided and abetted and continue to aid and abet, and conspired to and continue to conspire to engage in acts or practices that constitute unfair competition as defined in Business and Professions Code section 17200. Such acts or practices include, but are not limited to, the following:
(a) Violating Business and Professions Code section 17500, as more particularly alleged in Paragraphs 48 through 51 above;
(b). Telling investors that Chais was actively managing and setting the investment strategy for the Chais Funds when in fact the Chais Funds were all or substantially all invested with and at the discretion of Madoff;
(c) Charging exorbitant fees equal to 25 percent of annual profits supposedly in consideration for the exercise Chais's skill and judgment in managing investments while doing nothing more than turning over all or substantially all of the Chais Funds to Madoff;
(d) Failing to disclose that the Chais Funds were all or substantially all given to and at the discretion of Madoff; and
(e) . Distributing account statements to investors that Defendant knew or should have been known were false.

## PRAYER FOR RELIEE

WHEREFORE, Plaintiff prays for judgment as follows:

1. For an order, under the authority of Corporations Code section 25530 and Business and Professions Code sections 17535 and 17203, permanently restraining and enjoining Defendant, bis successors, agents, representatives, employees, assigns and all persons who act in concert with Defendant be from directly or indirectly or in any other manner engaging in:
(a) The conduct alleged in this Complaint to violate Corporations Code section 25401 ;
(b) The conduct alleged in this Complaint to violate Corporations Code section 25235;
(c) The conduct alleged in this Complaint to violate the law, or any other act or practice that violates Business and Professions Code section 17200 et seq.;
(d) The conduct as above alleged in this Complaint to violate the law, or any other act or practice that violates Business and Professions Code section 17500 et seq.;
2. For an order, under the authority of Business and Professions Code sections 17535 and 17203, that Defendant be required to make fill restitution of any money or other property that may have been acquired by Defendant in violation of Business and Professions Code sections 17200 and $17500 ;$
3. For an order, under the authority of Corporations Code section 25530, that Defendant be required to make full restitution of any money or other property that may have been acquired by Defendant in violation of Corporations Code sections 25401 and/or 25235;
4. For an order, under the authority of Corporations. Code section 25530, requiring Defendant to disgorge all profits and compensation obtained by Defendant as a result of violating Corporations Code sections 25401 and/or 25235;
5. For an order, under the authority of Corporations Code section 25535, that Defendant be assessed a civil penalty in the maximum sum of $\$ 25,000$ for each violation of Corporations Code sections 25401 and/or 25235 as proven at trial, but not less than $\$ 23,000,000$;
6. For an order, under the authority of Business and Professions Code section 17536, that Defendant be assessed a civil penalty of $\$ 2,500$ for each violation of Business and Professions Code section 17500 as proven at trial; but not less than $\$ 1,150,000$;
7. For an order, under the authority of Business and Professions Code section 17206, that Defendant be assessed a civil penalty of $\$ 2,500$ for each violation of Business and Professions Code section 17200 as proven at trial; but not less than $\$ 1,150,000$;
8. That Plaintiff recovers its costs of suit, including costs of investigation; and
9. For such other and further relief that the Court deems just, proper, and equitable.

Dated: September 9, 2011

Respectfully Submitted,
Kamala D. Harris
Attorney General of California
Frances T. Grunder
Senior Assistant Attorney General


ALEXANDRA ROBERTGORDON
Deputy Attorney General
Attomeys for Plaintiff
The Peopil of the State of Californa

