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NEWS RELEASE

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STATE'S PROHIBITION ON PROMOTION OF "GOLD UNLIMITED" BECOMES PERMANENT

Boise, Idaho The Cease and Desist Order issued by the Idaho Department of Finance in March against a Kentucky multi-level marketing company has become permanent. The company, Gold Unlimited, Inc., was soliciting residents to participate in a gold coin and jewelry investment program.

Gavin M. Gee, Acting Director for the Idaho Department of Finance, issued the original Order on March 23, 1995. The Order named as Respondents: Gold Unlimited, Inc., David Crowe (President and CEO), and Martha Crowe (Secretary and Treasurer) all of Madisonville, Kentucky and Ned Lichty (a salesman) of Seattle, Washington. No request for a hearing was received from any of the Respondents. As a result, the Order became final on May 4, 1995.

The Cease and Desist Order requires that Gold Unlimited and the Crowes cease accepting new members or new money into the multilevel program and imposes a fine of \$25,000.

According to the Cease and Desist Order, Gold Unlimited has been accepting money in violation of the Idaho Commodity Code. In addition, the Order alleges that the Respondents failed to disclose information required by law and that they engaged in fraudulent and deceptive practices. The allegations of fraudulent and deceptive practices include:

- Failing to tell participants and those present at sales seminars that Mr. Crowe and his previous company, American Gold Eagle, Inc. had been the subject of at least three regulatory enforcement actions in 1990.
- Failing to disclose that Gold Unlimited has been the subject of regulatory actions by the states of North Dakota, Minnesota and Montana within the prior two months.
- Failing to disclose and comply with a March 13, 1995 Order from the U.S. District Court in Kentucky which froze the assets of Gold Unlimited, halted the promotion or operation of the Gold Unlimited Marketing Plan and prevented the company from accepting money from new participants.

The federal court action in Kentucky is scheduled for trial in July, 1995. Until then, the restraining order and a freeze of assets remains in place.

Mr. Gee commented: "We were particularly troubled by the fact that this company's officers and its Idaho promoters continued to conduct business contrary to valid court orders from the Kentucky federal court. This was evidence that the entire scheme was questionable and may result in the loss of all money paid by Idahoans."

Gold Unlimited claimed to market gold and silver bullion and coins as well as jewelry. Representatives would participate in the program by depositing half of the purchase price of coins in up to seven downline programs. The company encourages downline recruitment of new investors as a means of earning commissions which can be used, in part, to complete the purchase of gold coins.

The Department warned against any continuing sales efforts of this scheme by participants. "As with any multi-level investment scheme, investors are seduced into believing that great riches will follow," Gee said. "We want to make it clear that this kind of scheme is illegal and can result in significant enforcement action being taken against those promoting it through seminars and direct solicitation. If any additional seminars are held in Idaho or involve Idaho residents, additional enforcement actions will be initiated against these persons."

Since the Order has now become final, this case is now concluded.

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