

1134098 ALBERTA INC
CALL4CASH

This Director's Order was issued under s. 157 of the *Fair Trading Act* in response to, in the opinion of the Director, contraventions of the Act. As mandated by s. 157.1 of the *Fair Trading Act*, this Director's Order is part of the public record.

For more information on the Fair Trading Act, business licensing in Alberta or to search for a licensed business, please click here:

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DIRECTOR'S ORDER UNDER SECTION 157 OF THE FAIR TRADING ACT
TO
1134098 ALBERTA INC o/a CALL4CASH
AND
AND ANY EMPLOYEE, REPRESENTATIVE, OR AGENT

ISSUE

CALL4CASH is engaged in the activities of a payday loan business in the Province of Alberta by offering, arranging and providing payday loans. CALL4CASH has not met the licensing requirements established for payday loan businesses under the *Fair Trading Act*.

LEGISLATION

The *Fair Trading Act* RSA 2000 Chapter F-2 states:

104 (1) No person may engage in a designated business unless the person holds a licence under this Act that authorizes the person to engage in that business.

The *Designation of Trade and Business Regulation* AR8/2006 states:

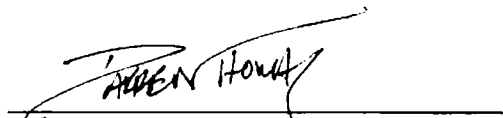
4.1 (1) Part 10 of the Fair Trading Act applies to the payday loan business.
(2)(c) "payday loan business" means the activity of offering, arranging or providing payday loans by a payday lender.

ORDER

- 1134098 Alberta Inc o/a CALL4CASH must immediately cease engaging in the activities of a payday loan business in the Province of Alberta until the licence requirements have been met.

NON COMPLIANCE WITH ORDER

ANY PERSON WHO FAILS TO COMPLY WITH AN ORDER OF THE DIRECTOR UNDER SECTION 157 OF THE FAIR TRADING ACT CONTRAVENES THIS ACT AND IS GUILTY OF AN OFFENCE AND MAY BE PROSECUTED PURSUANT TO SECTION 163 OF THE FAIR TRADING ACT.



Darren Thomas
Director of Fair Trading (as delegated)

November 27, 2009