

ADMINISTRATIVE PROCEEDING

BEFORE THE

SECURITIES COMMISSIONER OF SOUTH CAROLINA

IN THE MATTER OF:)
)
Richard Holliday,)
)
)
)
Respondent.)
_____)

CONSENT ORDER
ATTORNEY
GENERAL'S OFFICE
File Number 14088
OCT 17 2014
SECURITIES DIVISION

WHEREAS, the Securities Division of the Office of the Attorney General of the State of South Carolina (the "Division"), after receiving information and pursuant to authority granted in the South Carolina Uniform Securities Act, S.C. Code Ann. §§ 35-1-101 to 35-1-703 (Supp. 2014) (the "Act"), initiated an investigation into certain activities of Richard Holliday ("Holliday" or "Respondent"); and

WHEREAS, on or about April 8, 2014, the Division issued an Order to Show Cause alleging Respondent engaged in acts and transactions constituting violations of S.C. Code Ann. Reg. 13-501(B); and

WHEREAS, Respondent, without admitting or denying the factual allegations of the Order to Show Cause, acknowledges his desire to resolve the Order to Show Cause by Consent Order rather than by a formal hearing before the Securities Commissioner; and

WHEREAS, Respondent admits the Securities Commissioner has jurisdiction in this matter; and

WHEREAS, the Securities Commissioner finds the investor protections and remedies in this Consent Order both appropriate and in the public interest for the protection of the investors and the capital markets of the State of South Carolina;

NOW THEREFORE, IT IS HEREBY ORDERED, and Respondent expressly consents and agrees that:

- A. Respondent will immediately cease and desist from violating the Act, and in particular, S.C. Code Ann. Reg. 13-501(B); and
- B. Respondent is permanently barred from participating in any aspect of the securities industry in or from the State of South Carolina.

Upon execution by the Securities Commissioner, this Order resolves Administrative Proceeding 14008. This Order should not be interpreted to waive any (i) criminal cause of action, (ii) private cause of action that may have accrued to investors as a result of Respondent's participation in the activities described in the Order to Show Cause, or (iii) other causes of action that may result from activities of Respondent not detailed therein or which may hereafter arise.

IT IS SO ORDERED this 23 day of October, 2014.

By: Alan Wilson
Alan Wilson
Securities Commissioner
State of South Carolina

WE CONSENT:

Securities Division of the Office of the Attorney General

By: Emily Cheatham ~~Christina~~ Date: 10/20/14
Emily Cheatham
Assistant Attorney General
Securities Division

Respondent Richard Holliday

By: Richard Holliday Date: 10/13/14
Richard Holliday