



North Carolina

Department of the Secretary of State

Hon. Elaine F. Marshall, Secretary

Securities Division



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INVESTOR ALERT

Investors in Profitable Sunrise are Targets Again

It has come to the attention of the NC Department of the Secretary of State Securities Division that investors in the alleged Ponzi scheme known as Profitable Sunrise may be targets for fraud again in what is known as a “reload scam”.

On February 27, 2013, the NC Department of the Secretary of State Securities Division issued a [Temporary Order to Cease and Desist](#) to Roman Novak, Radoslav Novak, and Inter Reef LTD d/b/a Profitable Sunrise. Respondents were ordered to cease and desist from offering for sale, soliciting offers to purchase or selling, in or from North Carolina, any securities unless and until such securities have been registered and Roman Novak, Radoslav Novak, and Inter Reef LTD d/b/a Profitable Sunrise become registered as dealers or salesmen of securities.

On April 4, 2013, the U.S. Securities and Exchange Commission [filed an enforcement action](#) against Inter Reef Ltd., doing business as Profitable Sunrise, as a defendant and Melland Company S.R.O., Color Shock S.R.O., Solutions Company S.R.O. and Fortuna-K S.R.O. as relief defendants. The Commission’s complaint was filed in the United States District Court for the Northern District of Georgia. (To read the press release, go to: <http://www.sec.gov/litigation/litreleases/2013/lr22666.htm>).

The NC Securities Division has learned that Profitable Sunrise investors are being contacted with promises of help in getting their money back for them. **The Securities Division is issuing this alert to warn investors that such promises may be yet another attempt to scam them again through a “reload scam”.**

Reload scams hit consumers when they’re down, offering to help them make back money they lost to a previous scam or bad business decision. These scams have been popular for years with telemarketing fraud rings but can also follow other types of fraud, including investment fraud.

Such reload scams were aimed at victims of the Zeek Rewards Ponzi scheme last year. Reload scammers used social media sites and online news releases to tout opportunities to help investors replace the income they were receiving from Zeek Rewards. Similar opportunities are being touted in the case involving Profitable Sunrise. Investors are warned to stay away from such “opportunities”.

Remember, in most instances, anyone offering to buy, sell or purchase an investment opportunity in North Carolina must be registered to do so with the NC Securities Division. Furthermore, in most instances, the investment opportunity itself must be registered with the Department. Call the Securities Division at (919) 733-3924, or toll-free at (800) 688-4507, to determine if the person and investment are properly registered before you give anyone your hard-earned money.

One five-minute telephone call to the NC Securities Division could protect your entire life’s savings from being stolen from you.