

**Louisiana Office of Financial Institutions
Securities Division**

Investor Alert

Company: Profitable Sunrise

Commissioner of Securities John Ducrest has issued an alert to all Louisiana investors regarding a foreign-based company known as "Profitable Sunrise," which has attempted to sell unregistered investment contracts through multiple online sources, prompting serious concern and action by securities officials throughout the country.

Profitable Sunrise operates a website at www.profitablesunrise.com and claims that their investment model allows consumers to earn up to 2.7% interest per day. Investments are purportedly used to provide short-term loans to companies at 3% interest per day. The company's website also states that investors may earn money by recruiting others through a referral program that pays 5% of deposits generated from recruits.

Consumers should be aware that neither Profitable Sunrise, nor its investment products, are registered in Louisiana as required by the Louisiana Securities Law. High-yield investment programs often have common red flags of fraud that consumers should be looking for, such as unusually high yields; lack of information regarding the investment operator; unclear methodology for achieving returns; off-shore operations; incentives to recruit new investors; and online advertisements containing typographical errors and grammatical mistakes.

Increasingly, scams rely on the internet as a forum for perpetuating fraud. Online sources provide a quick way for criminals to access millions of people and to prey upon members of identifiable groups, such as religious communities, retirees, and those who are desperate for quick income.

Consumers who have invested with Profitable Sunrise are encouraged to contact the Securities Division of the Office of Financial Institutions at (225) 925-4512 OR 1-877-516-3653 (free call).

Commissioner Ducrest also urges consumers to contact the Securities Division before investing to obtain general information about investment professionals and products, including online investment or business opportunities.

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See *free* investment fraud information and resources at
www.ofi.la.gov/SecuritiesInvestorEd.htm