STATE OF CALIFORNIA
BUSINESS, TRANSPORTATION AND HOUSING AGENCY
DEPARTMENT OF CORPORATIONS

TO: Raymond Charles Anderson
A.K.A. R.C. Anderson
2045 Burton Street, # 53
San Diego, CA 92111
and
5715 Baltimore Drive, # 154
La Mesa, CA 91942
and
2364 Fulham Way
San Diego, CA 92139

Traffic Alert Systems, Inc.
Helmet Alert Systems, Inc.
Elite Custom Cleaners, Inc.

DESISt AND REFRAIN ORDER
(For violations of section 25110 of the Corporations Code)

1. At all relevant times, Traffic Alert Systems, Inc., is and was a Nevada corporation, first
incorporated on November 15, 2002. At all relevant times, Raymond Charles Anderson, also known
as R.C. Anderson (“Anderson”), is and was the President and control person of Traffic Alert Systems,
Inc.

2. At all relevant times, Helmet Alert Systems, Inc., is and was a Nevada corporation, first
incorporated on December 15, 2003. At all relevant times, Anderson is and was the President and
control person of Helmet Alert Systems, Inc.

3. At all relevant times, Elite Custom Cleaners, Inc., is and was an entity of unknown form. At
all relevant times, Anderson is and was the control person of Elite Custom Cleaners, Inc.

Systems, Inc., offered and sold securities, in the form of shares of common stock, in Traffic Alert
Systems, Inc. and Helmet Alert Systems, Inc.
5. Beginning in or about August 2005, Anderson and Elite Custom Cleaners, Inc. offered and sold securities, in the form of shares of common stock, in Elite Custom Cleaners, Inc.


7. The purported purpose of the Traffic Alert offering is to raise funds for the development and implementation of the Traffic Alert concept: a traffic sign which activates at the presence of in route emergency vehicles in order to alert motorists and pedestrians of an approaching emergency vehicle.

8. The purported purpose of the Helmet Alert offering is to raise funds for the development and implementation of the Helmet Alert concept: a motorcycle/bicycle helmet with embedded lights for rider visibility and safety.

9. The purported purpose of the Elite Custom Cleaners offering is to raise funds for the development and implementation of the Elite Custom Cleaners concept: a combination coffee shop and dry cleaner.

10. These securities were offered and sold in the State of California in issuer transactions. The Department of Corporations has not issued a permit or other form of qualification authorizing any person to offer and sell these securities in this state.
Based upon the foregoing findings, the California Corporations Commissioner is of the opinion that the shares of common stock in Traffic Alert Systems, Inc., Helmet Alert Systems, Inc., and Elite Custom Cleaners, Inc. are securities subject to qualification under the California Corporate Securities Law of 1968 (Corporations Code, section 25000 et seq.) and are being or have been offered and sold without being qualified in violation of Corporations Code section 25110. Pursuant to section 25532 of the Corporate Securities Law of 1968, Raymond Charles Anderson, also known as R.C. Anderson, Traffic Alert Systems, Inc., Helmet Alert Systems, Inc., and Elite Custom Cleaners, Inc. are hereby ordered to desist and refrain from the further offer or sale in the State of California of securities, including but not limited to shares of common stock in Traffic Alert Systems, Inc., Helmet Alert Systems, Inc. and Elite Custom Cleaners, Inc., unless and until qualification has been made under the law, or unless exempt.

This Order is necessary, in the public interest, for the protection of investors and consistent with the purposes, policies, and provisions of the Corporate Securities Law of 1968.

Dated: December 28, 2006
Los Angeles, California

PRESTON DuFAUCHARD
California Corporations Commissioner

By: _______________________________

ALAN S. WEINGER
Lead Corporations Counsel