1	STATE OF CALIFORNIA
2	BUSINESS, TRANSPORTATION AND HOUSING AGENCY
3	DEPARTMENT OF CORPORATIONS
4	TO: Raymond Charles Anderson Traffic Alert Systems, Inc.
5	A.K.A. R.C. Anderson Helmet Alert Systems, Inc.
6	2045 Burton Street, # 53Elite Custom Cleaners, Inc.San Diego, CA 921112764 Lake Sahara Drive, Suite 111
7	and Las Vegas, NV 89117
8	5715 Baltimore Drive, # 154 La Mesa, CA 91942
9	and 2364 Fulham Way
10	San Diego, CA 92139
11	DESIST AND REFRAIN ORDER
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13	(For violations of section 25110 of the Corporations Code)
14	1. At all relevant times, Traffic Alert Systems, Inc., is and was a Nevada corporation, first
15	incorporated on November 15, 2002. At all relevant times, Raymond Charles Anderson, also known
16	as R.C. Anderson ("Anderson"), is and was the President and control person of Traffic Alert Systems,
17	Inc.
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19	2. At all relevant times, Helmet Alert Systems, Inc., is and was a Nevada corporation, first
20	incorporated on December 15, 2003. At all relevant times, Anderson is and was the President and
21	control person of Helmet Alert Systems, Inc.
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23	3. At all relevant times, Elite Custom Cleaners, Inc., is and was an entity of unknown form. At
24	all relevant times, Anderson is and was the control person of Elite Custom Cleaners, Inc.
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26	4. Beginning in or about May 2005, Anderson, Traffic Alert Systems, Inc. and Helmet Alert
27	Systems, Inc., offered and sold securities, in the form of shares of common stock, in Traffic Alert
28	Systems, Inc. and Helmet Alert Systems, Inc.
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DESIST AND REFRAIN ORDER

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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.

6. Through solicitations in the form of in person sales presentations, Anderson, Traffic Alert
Systems, Inc., Helmet Alert Systems, Inc. and Elite Custom Cleaners, Inc., offered and sold securities
to California residents.

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.

20 10. These securities were offered and sold in the State of California in issuer transactions. The
21 Department of Corporations has not issued a permit or other form of qualification authorizing any
22 person to offer and sell these securities in this state.

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1 Based upon the foregoing findings, the California Corporations Commissioner is of the opinion 2 that the shares of common stock in Traffic Alert Systems, Inc., Helmet Alert Systems, Inc., and Elite 3 Custom Cleaners, Inc. are securities subject to qualification under the California Corporate Securities 4 Law of 1968 (Corporations Code, section 25000 et seq.) and are being or have been offered and sold 5 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, 6 7 Traffic Alert Systems, Inc., Helmet Alert Systems, Inc., and Elite Custom Cleaners, Inc. are hereby 8 ordered to desist and refrain from the further offer or sale in the State of California of securities, 9 including but not limited to shares of common stock in Traffic Alert Systems, Inc., Helmet Alert 10 Systems, Inc. and Elite Custom Cleaners, Inc., unless and until qualification has been made under the 11 law, or unless exempt. 12 13 This Order is necessary, in the public interest, for the protection of investors and consistent 14 with the purposes, policies, and provisions of the Corporate Securities Law of 1968. 15 16 Dated: December 28, 2006 Los Angeles, California 17 PRESTON DuFAUCHARD 18 California Corporations Commissioner 19 20 By: ALAN S. WEINGER 21 Lead Corporations Counsel 22 23 24 25 26 27 28 DESIST AND REFRAIN ORDER