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NEWS RELEASE

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STATE ORDERS HALT TO "GOLD UNLIMITED" SCHEME

Boise, Idaho The Idaho Department of Finance issued a Cease and Desist Order against a Kentucky multi-level company soliciting residents to participate in a gold coin and jewelry investment program.

Gavin M. Gee, Acting Director for the Idaho Department of Finance, issued an Order on March 23, 1995. The Order names as Respondents: Gold Unlimited, Inc., David Crowe (President and CEO), and Martha Crowe (Secretary and Treasurer) all of Madisonville, Kentucky and Ned Lichty (a salesman) of Seattle, Washington.

The Cease and Desist Order requires that Gold Unlimited and the Crowed cease accepting new members or new money into the multilevel program and imposes a fine of \$25,000. According to the Cease and Desist Order, Gold Unlimited has been accepting money in violation of the Idaho Commodity Code. In addition, the Order alleges that the Respondents failed to disclose information required by law and that they engaged in fraudulent and deceptive practices. These include:

- Failing to tell participants and those present at sales seminars that Mr. Crowe and his previous company, American Gold Eagle, Inc. had been the subject of at least three regulatory enforcement actions in 1990.
- Failing to disclose that Gold Unlimited has been the subject of regulatory actions by the states of North Dakota, Minnesota and Montana within the past two months.
- Failing to disclose and comply with a March 13, 1995 Order from the U.S. District Court in Kentucky which froze the assets of Gold Unlimited, halted the promotion or operation of the Gold Unlimited Marketing Plan and prevented the company from accepting money from new participants.

Mr. Gee commented: "We are particularly troubled by the fact that this Company's officers and its Idaho promoters continue to conduct business contrary to valid court orders from the Kentucky federal court. This is evidence that the entire scheme is questionable and may result in the loss of all money paid by Idahoans."

Gold Unlimited claims to market gold and silver bullion and coins as well as jewelry. Representatives participate in the program by depositing half of the purchase price of coins in up to seven downline programs. The Company encourages downline recruitment of new investors as a means of earning commissions which can be used, in part, to complete the purchase of gold coins.

The Order gives the Respondents thirty days to request a hearing and to contest the allegations of the State. If requested, a hearing will be conducted to determine whether the Order will be continued.

The Department expressed concern about continuing sales efforts of this scheme. "As with any multi-level investment scheme, investors are seduced into believing that great riches will follow," Gee said. "We want to make it clear that this kind of scheme is illegal and can result in significant enforcement action being taken against those promoting it through seminars and direct solicitation."

Persons who have invested in this program or who have information about activities of these Respondents in Idaho are encouraged to contact the Department at 208/332-8004.

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