



Charles G. Cooper
Commissioner

TEXAS DEPARTMENT OF BANKING

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PRESS RELEASE

Date: September 21, 2010

**Department Issues a Cease and Desist Order to
Diversos Servicios Heidi and Heidi Casa De Cambio, El Paso, Texas**

On September 15, 2010, Texas Banking Deputy Commissioner Stephanie Newberg issued an Order to Jose Flores Pinales individually and as owner of Diversos Servicios Heidi and Heidi Casa De Cambio (Heidi), El Paso, Texas, to immediately cease and desist from conducting the business of currency exchange in Texas. Heidi is not licensed in Texas to engage in this type of business activity as required by Chapter 151 of the Texas Finance Code. The Order was effective immediately, but Heidi may request a hearing to determine whether the Order should be stayed.

This Order is very similar to a previous one issued against another casa de cambio located in El Paso. In April 2010, the Department issued an Order to Jesucristo Royval individually and as owner of Euro Casa De Cambio (Euro Casa), Inc., El Paso, Texas, to immediately cease and desist from conducting the business of currency exchange in Texas without the required license. Subsequent to the Order, Mr. Royval paid a penalty and has now obtained the required license to offer currency exchange in Texas.

Inquiries regarding currency exchange transactions pertaining to Heidi should be directed to:

Texas Department of Banking
Special Audits Division
2601 N. Lamar Blvd.
Austin, Texas 78705-4294

Toll-free (877) 276-5554, at the menu prompt select "3" for Inquiries/Complaints, at the next prompt select "5" for Currency Exchange/Transmission or Directly (512) 475-1291.