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IN THE MATTER OF HOME SHOPPING
LATINO, INC. AKA HSLATINO AKA HSL;
FRANK J. CELECIA AND
DONALD G. MARTIN AKA
GREG MARTIN

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Order No. **ENF-C6-CDO-1620**

TO: Home Shopping Latino, Inc.
aka HSLatino aka HSL
C/OParacorp Incorporated
318 N. Carson Street, Suite 208
Carson City, Nevada 89701

Frank J. Celecia
675 Fairview Drive, Suite 208
Carson City, Nevada 89701
and
11114 Comstock
Truckee, California 96161

Donald G. Martin aka Greg Martin
318 N. Carson Street, Suite 208
Carson City, Nevada 89701

EMERGENCY CEASE AND DESIST ORDER

This is your OFFICIAL NOTICE of the issuance by the Securities Commissioner of the State of Texas ("Securities Commissioner") of an EMERGENCY CEASE AND DESIST ORDER pursuant to Section 23-2 of The Securities Act, TEX. REV. CIV. STAT. ANN. art. 581-1 et seq. (Vernon 1964 & Supp. 2006) ("Texas Securities Act").

The Staff of the Enforcement Division ("the Staff") of the Texas State Securities Board ("the Securities Board") has presented evidence sufficient for the Securities Commissioner to find that:

FINDINGS OF FACT

1. Home Shopping Latino, Inc., aka HSLatino aka HSL ("Respondent HSL") maintains a last known address at its Nevada resident agent, Paracorp Incorporated, of 318 N. Carson Street, Suite 208, Carson City, Nevada 89701.
2. Frank J. Celecia ("Respondent Celecia"), the Chairman, President and CEO of Respondent HSL, maintains last known addresses of 675 Fairview Drive, Suite 208, Carson City, Nevada 89701, and 11114 Comstock, Truckee, California 96161.

3. Donald G. Martin aka Greg Martin ("Respondent Martin") maintains a last known address of 318 N. Carson Street, Suite 208, Carson City, Nevada 89701.
4. Respondent HSL identifies Alan W. Curtis ("Alan Curtis") as its CFO, Treasurer and Secretary and attributes an address of 3183 Airway Avenue, Suite E, Costa Mesa, California 92626 to Alan Curtis. Randall Young is also identified as Respondent HSL's Treasurer and Secretary.
5. Respondent HSL purports to be a Nevada corporation engaged in the business of developing, producing and operating an all-Spanish television shopping network, including a shopping television program identified as Viva TeleCompras and the Internet website, www.homeshoppinglatino.com.
6. Respondents are offering shares of stock in Respondent HSL in Texas.
7. The Wall Street Journal issue dated Tuesday, September 26, 2006, carried an advertisement placed by Respondents that read in part, "VIVA TeleCompras, Going public NASDAQ "LTNO," INVESTOR INFO, www.vivatelecompras.com." The advertisement provided a telephone number to contact Respondent Martin.
8. Respondent Martin represented that shares of stock in Respondent HSL were being offered prior to Respondent HSL's \$30 million public offering to occur this fall.
9. Respondent Martin further stated the investment check should be made payable to The Tapia Group ("Tapia") and identified Tapia as the source of the Respondent HSL shares being offered. The subscription agreement identifies Respondent HSL as the issuer.
10. Tapia maintains the same last known business address as Respondent HSL. Respondent Celecia and Joanne Celecia are the officers of Tapia.
11. In connection with the offer for sale of the above-described shares of stock, Respondents state that prospective investors are required to represent to Respondents that the prospective investor learned of Respondent HSL's investment through a partnership opportunity or through private channels and is unaware of public advertising or public solicitation. This statement is materially misleading in light of the fact that Respondents caused advertisements to appear in The Wall Street Journal, as more fully described in Finding of Fact No. 7.
12. In connection with the offer for sale of the above-described shares of stock, Respondents state that prospective investors are required to represent to Respondents that the prospective investor understands that there is no public market for the above-described securities and that no public market is expected to develop in the immediate future. These statements are materially misleading in light of the fact that Respondents represent that the company will be the subject of a \$30 million public offering this fall, as more fully described in Finding of Fact Nos. 7 and 8.

13. In connection with the offer for sale of the above-described shares of stock, Respondents represent that its CFO, Treasurer and Secretary, Alan W. Curtis, is a Pepperdine University School of Law graduate, admitted to practice before the California State Bar and the Federal Bar, and represents Respondent HSL as its general legal and securities counsel, which is materially misleading or otherwise likely to deceive the public in light of the fact that Alan Curtis has been suspended twice from the practice of law in California, entered a guilty plea and was convicted of conspiracy to structure currency transactions to evade currency transaction reporting requirements and has agreed to an actual suspension of 6 months, approval of which is currently pending before the Supreme Court of California.
14. In connection with the offer for sale of the above-described shares of stock, Respondents represent that Frank J. Celecia, the Chairman, President and CEO of Respondent HSL has 25 years experience of creating values from concepts and turning them into operating businesses; and that from 1985 to 1993, he led Vidcom Post, Inc. from a startup to \$20 million in sales and a NASDAQ listing, which is materially misleading or otherwise likely to deceive the public in light of the fact that during 1994, Respondent Celecia was named in a Missouri Order directing Respondent Celecia, among others, to cease and desist the offer and sale of unregistered securities. The Missouri order was based, in part, on Respondent Celecia's refusal to furnish information to the Missouri Commissioner of Securities and engaging in illegal practices or transactions relating to the offer for sale and sale of said shares of stock.
15. The Home Shopping Latino, Inc. shares of stock have not been registered by qualification, notification or coordination and no permit has been granted for its sale in Texas.
16. Respondents have not been registered with the Securities Commissioner as dealers or agents at any time material hereto.

CONCLUSIONS OF LAW

1. The above-described shares of stock in Home Shopping Latino, Inc. are "securities" as that term is defined by Section 4.A of the Texas Securities Act.
2. Respondents are violating Section 7 of the Texas Securities Act by offering securities for sale in Texas at a time when the securities are not registered with the Securities Commissioner.
3. Respondents are violating Section 12 of the Texas Securities Act by offering securities for sale in Texas without being registered pursuant to the provisions of Section 12 of the Texas Securities Act.
4. Respondents have made an offer containing statements that are materially misleading or otherwise likely to deceive the public.

5. Respondents' conduct, acts, and practices threaten immediate and irreparable public harm.
6. The foregoing violations constitute bases for the issuance of an Emergency Cease and Desist Order pursuant to Section 23-2 of the Texas Securities Act.

ORDER

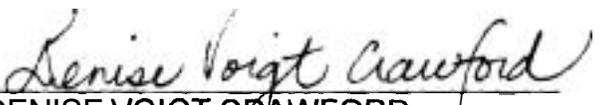
1. It is therefore ORDERED that Respondents immediately CEASE AND DESIST from offering for sale any security in Texas until the security is registered with the Securities Commissioner or is offered for sale pursuant to an exemption from registration under the Texas Securities Act.
2. It is further ORDERED that Respondents immediately CEASE AND DESIST from acting as securities dealers or agents in Texas until Respondents are registered with the Securities Commissioner or are acting pursuant to an exemption from registration under the Texas Securities Act.
3. It is further ORDERED that Respondents immediately CEASE AND DESIST from offering securities in Texas through an offer containing a statement that is materially misleading or otherwise likely to deceive the public.

NOTICE

Pursuant to Section 23-2 of the Texas Securities Act, you may request a hearing before the 31st day after the date you were served with this Order. The request for a hearing must be in writing, directed to the Securities Commissioner, and state the grounds for the request to set aside or modify the Order. Failure to request a hearing will result in the Order becoming final and non-appealable.

You are advised under Section 29.D of the Texas Securities Act that any knowing violation of an order issued by the Securities Commissioner under the authority of Section 23-2 of the Texas Securities Act is a criminal offense punishable by a fine of not more than \$5,000, or imprisonment in the penitentiary for not more than two years, or by both such fine and imprisonment.

SIGNED AND ENTERED by the Securities Commissioner this 11th day of October, 2006.


DENISE VOIGT CRAWFORD
Securities Commissioner