

DENISE VOIGT CRAWFORD
SECURITIES COMMISSIONER

JOHN R. MORGAN
DEPUTY SECURITIES COMMISSIONER

Mail: CORPUS CHRISTI BRANCH OFFICE
606 N. CARANCAHUA, SUITE 803
CORPUS CHRISTI, TEXAS 78476-1704
PHONE (361) 887-1085
FAX (361) 884-7820

Phone: (512) 305-8300
Facsimile: (512) 305-8310



Texas State Securities Board

208 E. 10th Street, 5th Floor
Austin, Texas 78701-2407
www.ssb.state.tx.us

BETH ANN BLACKWOOD
CHAIR

BRYAN K. BROWN
MEMBER

EDWARD ESCUDERO
MEMBER

DERRICK MITCHELL
MEMBER

E. WALLY KINNEY
MEMBER

IN THE MATTER OF §
ADELANTE COMMUNICATIONS AND ALEX AVILA §

Order No. ENF-09-CD0-1675

TO: Adelante Communications
1004 E. 9th Street
Austin, Texas 78702

Alex Avila
1004 E. 9th Street
Austin, Texas 78702

AGREED CEASE AND DESIST ORDER

Be it remembered that Adelante Communications ("Respondent Adelante"), and Alex Avila ("Respondent Avila"), (collectively "Respondents") appeared before the Securities Commissioner of Texas ("Securities Commissioner") and consented to the entry of this Order and the Findings of Fact and Conclusions of Law contained herein.

FINDINGS OF FACT

1. Respondents have waived (a) Respondents' right to notice and a hearing in this matter; (b) Respondents' right to appear and present evidence in this matter; (c) Respondents' right to appeal this Order; and (d) all other procedural rights granted to Respondents by The Securities Act, TEX. REV. CIV. STAT. ANN. art. 581-1 et seq. (Vernon 1964 & Supp. 2008) ("Texas Securities Act"), and the Administrative Procedure Act, TEX. GOV'T CODE ANN. § 2001.001 et seq. (Vernon Supp. 2008) ("Administrative Procedure Act").
2. Respondent Adelante is a Texas entity that maintains a last known business address at 1004 E. 9th Street, Austin, Texas 78702.

3. Respondent Avila is the Founder and Partner of Respondent Adelante, and he maintains a last known address at 1004 E. 9th Street, Austin, Texas 78702.
4. Respondents have offered for sale in Texas limited partnership interests of Adelante Communications via an internet site available to the general public at <http://urcproject.wikispaces.com/>. Respondents represented that the funds raised would be use to produce a film entitled "Uncle Rosey's".
5. Respondents represented that twenty-five limited partnership interests would be available to purchase for \$5,000 each, and that each interest would be the equivalent of 1% ownership in the final filmed project. Respondent Avila represented that total capital of \$125,000 was required from the limited partners to complete the estimated film budget of \$500,000, and that the limited partners' funds would be placed into an escrow account under the name URC Project Film Project, LLP until the minimum production budget of \$60,000 was raised.
6. No securities issued by Respondent Adelante have been registered by qualification, notification or coordination and no permit has been granted for their sale in Texas.
7. Respondents have not been registered with the Securities Commissioner as dealers or agents at any time material hereto.
8. Respondents represented that the limited partnership interests were not required to be registered pursuant to any applicable state securities laws and pursuant to any applicable federal securities laws which is materially misleading or otherwise likely to deceive the public because entities that offer or sell limited partnership interests are regulated by the Texas State Securities Board under the Texas Securities Act.

CONCLUSIONS OF LAW

1. The above-described limited partnership interests are securities as that term is defined in Section 4.A of the Texas Securities Act.
2. Respondents have violated Section 7 of the Texas Securities Act by offering securities for sale in Texas at a time when the securities were not registered with the Securities Commissioner.
3. Respondents have violated 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 a statement that is materially misleading or otherwise likely to deceive the public.

5. The foregoing violations constitute bases for the issuance of a Cease and Desist Order pursuant to Section 23.A 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 the offer and sale of securities in Texas until Respondents are registered with the Securities Commissioner as dealers or agents or an available exemption from registration is utilized.
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.

SIGNED AND ENTERED by the Securities Commissioner this 26th day
of August, 2009.


DENISE VOIGT CRAWFORD
Securities Commissioner

Respondents:

Adelante Communications

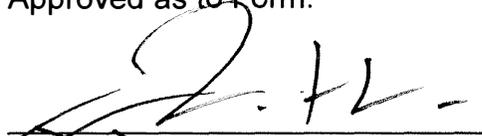


Alex Avila, Founder and Partner

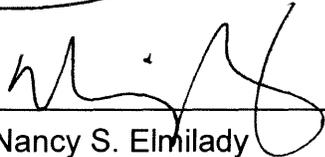


Alex Avila, Individually

Approved as to Form:



Joseph J. Rotunda
Director
Enforcement Division



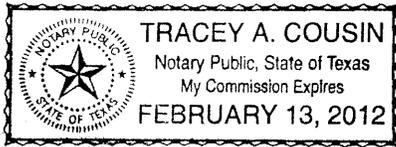
Nancy S. Elmilady
Attorney
Enforcement Division

ACKNOWLEDGMENT

On the 12th day of August, 2009, Alex Avila ("Respondent Avila"), personally appeared before me, executed the foregoing Order and acknowledged that:

1. Respondent Avila has read the foregoing Order;
2. Respondent Avila has been fully advised of his rights under the Texas Securities Act and the Administrative Procedure Act;
3. Respondent Avila knowingly and voluntarily consents to the entry of the foregoing Order and the Findings of Fact and Conclusions of Law contained therein; and,
4. Respondent Avila, by consenting to the entry of the foregoing Order, has knowingly and voluntarily waived his rights as set forth therein.

[affix notary seal here]



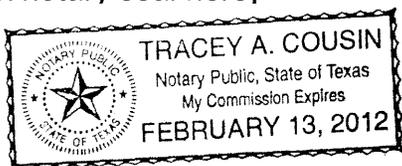
Tracey A. Cousin
Notary Public in and for
the State of Texas
My commission expires on: 2-13-13

ACKNOWLEDGEMENT

On the 12th day of August, 2009, Adelante Communications ("Respondent Adelante"), by and through its Founder and Partner, Alex Avila, personally appeared before me, executed the foregoing Order and acknowledged that:

1. Alex Avila is duly authorized to enter into the foregoing Order on behalf of Respondent Adelante;
2. Alex Avila has read the foregoing Order;
3. Respondent Adelante has been fully advised of its rights under the Texas Securities Act and the Administrative Procedure Act;
4. Respondent Adelante knowingly and voluntarily consents to the entry of the foregoing Order and the Findings of Fact and Conclusions of Law contained therein; and,
5. Respondent Adelante, by consenting to the entry of the foregoing Order, has knowingly and voluntarily waived its rights as set forth therein.

[affix notary seal here]



Tracey A. Cousin
Notary Public in and for
the State of Texas
My commission expires on: 2-12-13