STATE OF NORTH CAROLINA

Department of The Secretary of State

THE NORTH CAROLINA SECURITIES DIVISION,

Petitioner,

vs.

SPORTS DIMENSIONS, INC.,
8604 Cliff Cameron Drive
Suite 145
Charlotte, North Carolina 28269

and

MARC HUBBARD,
8604 Cliff Cameron Drive
Suite 145
Charlotte, North Carolina 28269
(Individually and in his capacity as President of
Sports Dimensions, Inc.)

Respondents.

SUMMARY ORDER TO CEASE AND DESIST

FILE NO. 06-040-RF

Pursuant to the authority granted by Chapter 78A of the North Carolina General Statutes (the North Carolina Securities Act), hereinafter referred to as the "Securities Act," and the rules promulgated thereunder, the Securities Division of the Department of the Secretary of State, hereinafter referred to as the "Division," has investigated the activities of the above-named Respondents to determine if they have engaged in, or are about to engage in, any act or practice constituting a violation of the Securities Act or any rule or order thereunder.

THE DIVISION has filed an Administrative Petition against the above-named Respondents seeking, among other remedies, a Summary Cease and Desist Order pursuant to the provisions of N.C.G.S. §78A-47(b)(2).

THE SECRETARY OF STATE, acting by and through her duly authorized Deputy Securities Administrator, from the investigation and the information derived therefrom, and for the protection and preservation of the public welfare and in the public interest, makes the following:

FINDINGS OF FACT

1. Respondent **SPORTS DIMENSIONS, INC.** (hereinafter referred to as SDI or Respondent) is a North Carolina Corporation with its principal place of business located at 8604 Cliff Cameron Drive, Suite 145, Charlotte, North Carolina 28269. SDI upon information and belief specializes in the concert business, particularly as a promoter or production manager of concert events.

2. Respondent **MARC HUBBARD** (hereinafter referred to as Respondent) is a natural person, who upon information and belief is the CEO and president of Sports Dimensions, Inc. Respondent Hubbard's business activities include engaging in, now or in the past, the solicitation of members of the public in North Carolina to invest in securities issued by Sports Dimensions, Inc. Hubbard is not registered to sell securities in North Carolina.

3. On or about October 13, 2006 until the present, and through general solicitation, including postings on its website http://www. allstarconcerts.com, SDI and Hubbard offered to sell and continue to offer to sell, to members of the public including members of the public of North Carolina, investment opportunities in the form of investment contracts and promissory notes issued by Sports Dimensions, Inc.

4. SDI and Hubbard's solicitation materials posted on their website include an offer to sell an investment opportunity in the form of an investment contract in SDI, described as "CONTRACT", to members of the public, including members of the public of North Carolina.

5. Through the solicitation materials posted on the website, the Respondents represent to potential investors that the SDI investment contract investment opportunity involves a capital outlay, from the investor to SDI, to cover the advance cost of a particular concert promotion or a series of shows, with the expectation that the investors will get back their principal investments plus a 25% return at the end of the contract period of 90 days. The offering materials further represent that if the investor advances over $50,000, the transaction can be structured where the individual investor can receive the guaranteed 25% return or 25% of the profit from the show, whichever is greater.

6. In addition, the solicitation materials posted on the website include an offer to sell to members of the public, including members of the public of North Carolina, investment opportunities in the form of promissory notes issued by Sports Dimensions, Inc. By means of a Confidential Private Placement Memorandum (PPM), SDI and Hubbard offer a minimum of twenty and a maximum of one thousand notes of SDI at an investment of $1000 per note. The notes that SDI and Hubbard are offering to investors total between at least $20,000 and $1,000,000. SDI and Hubbard represent that box office receipts and a surety bond issued by Tri-Point Holdings secure the notes. The Respondents' PPM states that an "investor must purchase as a lender to the company, for investment purposes only..." Investors are promised a 20% quarterly rate of return on their investments. The PPM further prohibits note holders from retaining any voting rights in SDI, and provides in pertinent part,"...all decisions with respect to management of the company will be made exclusively by the officers, directors and employees of the company. The Note holders do not have the right or power to take part in the management of the Company and will not be represented on the Board of Directors of the Company. Accordingly, no person should purchase a Note unless he is willing to entrust all aspects of the management of the Company to existing Management." [sic]..

7. Respondents' offer to sell investment opportunities in the form of investment contracts and promissory notes issued by Sports Dimensions, Inc. to members of the public, including members of the public of North Carolina, as described in

Paragraphs 5 through 8, above, constitute the "offer and sale" of a "security" as the terms are defined in N.C.G.S. §§78A-2(8) and 78A-2(11).

8. At all relevant times, the securities offered by the Respondents in North Carolina were not registered with the Securities Division of the Department of the Secretary of State under the provisions of the North Carolina Securities Act prior to or at the time of being offered or sold to persons in North Carolina and were not exempt from registration nor covered under federal law, in violation of N.C.G.S. §78A-24.

9. At all relevant times, the Respondents were not registered at the time of the offering for sale the investment contracts and promissory notes of SDI referred to in Paragraphs 5 through 8 as dealers or salesmen of securities with the Securities Division of the Department of the Secretary of State under the provisions of the North Carolina Securities Act. Respondents were acting as a "dealer" or "salesman" within the meaning of N.C.G.S. §§78A-2(2) and 78A-2(9).

10. At all relevant times, the Respondents engaged in and continue to engage in transacting business by offering and selling securities to persons in North Carolina, but the Respondents are not registered as dealers or salesmen of securities with the Securities Division of the Department of the Secretary of State under the provisions of the North Carolina Securities Act, in violation of N.C.G.S. §78A-36(a).

11. It is in the public interest of the citizens of North Carolina that Respondents be prohibited from violating the provisions of the North Carolina Securities Act in connection with selling or making offers to sell securities, or soliciting offers to buy securities, and transacting business as dealers or salesmen.

CONCLUSIONS OF LAW

1. The Secretary of State has statutory authority pursuant to N.C.G.S. §78A-47(b)(2) to enter and issue a temporary Cease and Desist Order against the Respondents.

2. There is reasonable cause to believe the Respondents have engaged in willful violations of the North Carolina Securities Act, specifically N.C.G.S. §§78A-24 and 78A-36(a).

3. There is reasonable cause to believe the Respondents will continue to commit acts and omissions in violation of the North Carolina Securities Act.

4. It is necessary and appropriate for the protection and preservation of the public interest that the Respondent be summarily ordered to cease and desist from making offers and sales of securities in violation of the North Carolina Securities Act and, in connection with such solicitations, assert untrue statements of a material fact and omit to state material facts necessary to make statements made, in light of the circumstances under which they were made, not misleading.

NOW, THEREFORE, IT IS ORDERED, that upon review of the facts and conclusions of law presented, that the public interest would be irreparably harmed by the delay inherent in issuing an order under the provisions of N.C.G.S. §78A-47(b)(1), and pursuant to the authority contained in N.C.G.S. §78A-47(b)(2), that Respondents shall immediately CEASE AND DESIST:

1. Offering for sale, soliciting offers to purchase, or selling, to the public in North Carolina, the securities in the form of investment contracts and promissory notes issued by Sports Dimensions, Inc. or any security of any issuer, howsoever denominated, unless and until such securities have been registered pursuant to the provisions of the Securities Act.

2. Offering for sale, soliciting offers to purchase, or selling, in or from North Carolina, the securities in the form of investment contracts and promissory notes issued by Sports Dimensions, Inc. or any security of any issuer, howsoever denominated, unless and until said persons become registered as dealers or salesmen pursuant to the provisions of the Securities Act.

NOTICE IS HEREBY GIVEN that the Respondents may request a hearing upon this matter by transmitting such request, in writing and within thirty (30) business days of receipt of this document, to David S. Massey, Deputy Securities Administrator, Securities Division,

Department of the Secretary of State, Post Office Box 29622, Raleigh, North Carolina 27626-0622. A copy of any such request shall be served by first-class mail upon Nancy Ann Vecchia, Enforcement Attorney, Securities Division, Department of the Secretary of State, Post Office Box 29622, Raleigh, North Carolina 27626-0622. If such a request is made, this matter shall be scheduled for a hearing in accordance with Chapter 150B of the North Carolina General Statutes within twenty (20) days after receipt by the Deputy Securities Administrator of the written request. If no request for a hearing, other responsive hearing, or submission is received by the Deputy Securities Administrator within thirty (30) business days of the receipt of service hereof, this Summary Order to Cease and Desist shall become final and remain in effect unless it is modified or vacated by the Secretary of State in her capacity as Administrator of the North Carolina Securities Act.

WITNESS MY HAND AND THE OFFICIAL SEAL of the North Carolina Department of the Secretary of State, this the 2nd day of January ~~2006.~~ 2007

ELAINE F. MARSHALL
SECRETARY OF STATE OF NORTH CAROLINA and
SECURITIES ADMINISTRATOR,

by: _____
DAVID S. MASSEY
DEPUTY SECURITIES ADMINISTRATOR