

June 21, 2012

**ATTORNEY GENERAL STENEHJEM ISSUES CEASE & DESIST
ORDER AGAINST THE MEDIA HOOK AND CHRISTOPHER CLARKE
AND CARLOS RIVAS INDIVIDUALLY**

BISMARCK – Attorney General Wayne Stenehjem today issued a Cease & Desist Order against The Media Hook, Inc., Christopher Clarke and Carlos Rivas, of Coral Springs, Florida for violations of North Dakota’s consumer fraud law.

The Media Hook is engaged in selling business opportunity schemes. A consumer complaint filed with the Consumer Protection Division alleges that Media Hook took \$3,500 and made false promises to the consumer of generating income without any risk and that it would provide customer support and services. Media Hook, in fact, was not available by telephone to provide services.

The Consumer Protection Division initiated an investigation. “Consumers should be very wary of these business opportunity schemes that falsely claim to generate income for large up-front fees,” Stenehjem said. “Legitimate businesses, both brick and mortar and Internet, require reliable products or services, a good business plan, and solid business skills. Instant business opportunity schemes on “How to Make Money While you Sleep” are scams designed to fleece consumers with false promises.”

According to Stenehjem, Media Hook did not respond to the investigation and indicated it was out of business, although its website, themediahook.com is still active and the corporation is still in “active status” with the Florida Department of State Division of Corporations.

According to Parrell Grossman, Director of the Consumer Protection Division, Christopher Clarke and Carlos Rivas have operated numerous other businesses at the same Florida address. “I question if the business has really discontinued and, if so, this scam fits the pattern in which these individuals are trying to stay one step ahead of detection and prosecution and likely are engaged in similar conduct or a new business at the same address,” Grossman said.

Consumers with questions about business opportunity schemes should call the Consumer Protection Division at 701-328-3404 to request more information or to determine if consumer complaints have been filed against specific businesses.

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[Cease & Desist Order](#)