

MIKE BEEBE
GOVERNOR

A. HEATH ABSHURE
COMMISSIONER



HERITAGE WEST BUILDING, SUITE 300
201 EAST MARKHAM STREET
LITTLE ROCK, ARKANSAS 72201-1692
TELEPHONE: (501) 324-9260
FACSIMILE: (501) 324-9268

ARKANSAS SECURITIES DEPARTMENT

FOR IMMEDIATE RELEASE

Date: June 18, 2009

Contact Person: Scott Freydl, Staff Attorney

ARKANSAS SECURITIES COMMISSIONER ISSUES A CEASE AND DESIST ORDER STOPPING THE SALE OF UNREGISTERED SECURITIES

Arkansas Securities Commissioner A. Heath Abshure issued a Cease and Desist Order today against Ensurapet, Inc. f/k/a Vsurance, Inc., W. Russell Smith, John Mathis Lile, III, Robert Morgan Pile and Jay W. Davidson. Ensurapet, Inc. is a pet insurance company located in Canton, Ohio. The order reflects that eleven Arkansas residents and one Florida resident purchased numerous securities in the total amount of \$1,253,400.00 from Ensurapet, W. Russell Smith and the other named respondents in Little Rock, Arkansas. Neither the Ensurapet securities nor any of the individuals named in the order were properly registered with the Arkansas Securities Department during the time of the sales of these securities in Arkansas. Staff Attorney Scott Freydl said, "Arkansas residents should be certain to read and understand all of the risks involved in the purchase of any stock offering. This is particularly true when the stock purchase involves a company with little or no operating history. Arkansas residents are encouraged to contact the Arkansas Securities Department prior to making any investment in order to find out if the security and the person selling the security are properly registered or exempt from registration with the Department."

The public is advised that the Staff is continuing its investigation into this matter. Should anyone have any further information about Ensurapet, Inc. f/k/a Vsurance, Inc., W. Russell Smith, John Mathis Lile, III, Robert Morgan Pile and Jay W. Davidson, please contact Scott Freydl at 501-324-9266. A copy of the order is available on the Arkansas Securities Department's website, www.securities.arkansas.gov, Order No. S-08-075-09-CD01, In the Matter of Ensurapet, Inc. f/k/a Vsurance, Inc., W. Russell Smith, John Mathis Lile, III, Robert Morgan Pile and Jay W. Davidson.