JOHN M. McCOY III, Cal. Bar No. 166244 2000 MAY 19 PM 2:21 Regional Trial Counsel Email: mccoyj@sec.gov KAREN MATTESON, Cal. Bar No. 102103 Email: mattesonk@sec.gov LORRAINE B. ECHAVARRIA, Cal. Bar No. 191860 E-mail: echavarrial@sec.gov KAROL POLLOCK, Cal. Bar No. 77009 Email: pollockk@sec.gov Attorneys for Plaintiff
Securities and Exchange Commission 6 Rosalind R. Tyson, Acting Regional Director Michele Wein Layne, Associate Regional Director 5670 Wilshire Boulevard, 11th Floor 8 Los Angeles, California 90036 Telephone: (323) 965-3998 Facsimile: (323) 965-3908 10 11 UNITED STATES DISTRICT COURT 12 SOUTHERN DISTRICT OF CALIFORNIA 13 SECURITIES AND EXCHANGE Case No. '08 GV 0888 COMMISSION, 14 Plaintiff, COMPLAINT 15 VS. 16 GORDON C. BIGLER, 17 Defendant. 18 19 Plaintiff Securities and Exchange Commission ("Commission") alleges as 20 follows: 21 JURISDICTION AND VENUE 22 1. This Court has jurisdiction over this action pursuant to Sections 23 21(d)(1), 21(e), 21A(a)(1), and 27 of the Securities Exchange Act of 1934 24 ("Exchange Act"), 15 U.S.C. §§ 78u(d)(1), 78u(e), 78u-1(a)(1), & 78aa. 25 Defendant has, directly or indirectly, made use of the means or instrumentalities of 26 interstate commerce, of the mails, or of the facilities of a national securities 27 exchange in connection with the transactions, acts, practices, and courses of

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business alleged in this Complaint.

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2. Venue is proper in this district pursuant to Section 27 of the Exchange Act, 15 U.S.C. § 78aa, because certain of the acts, practices, and courses of business constituting violations of the federal securities laws occurred within this district, and defendant resides within this district.

SUMMARY

- 3. This matter involves unlawful insider trading in the securities of Provide Commerce, Inc. ("Provide") by defendant Gordon C. Bigler ("Bigler"), who at the time was Provide's director of corporate finance and investor relations. Bigler purchased shares of Provide stock on November 15, 2005, immediately after he learned material, nonpublic information concerning a proposed acquisition of Provide by Liberty Media Corporation ("Liberty"). After the intended acquisition was publicly announced by Provide on December 5, 2005, Bigler sold all of the Provide shares he had purchased on November 15, realizing a profit of \$41,622.78.
- 4. By engaging in the conduct described in this Complaint, Bigler violated the antifraud provisions of Section 10(b) of the Exchange Act, 15 U.S.C. § 78j(b), and Rule 10b-5 thereunder, 17 C.F.R. § 240.10b-5. The Commission seeks a judgment permanently enjoining Bigler against future violations of these provisions, ordering disgorgement of ill-gotten gains and prejudgment interest thereon, and imposing a civil penalty.

THE DEFENDANT

5. Gordon C. Bigler is a resident of San Diego, California. From September 2005 through March 2006, Bigler was employed by Provide as its director of corporate finance and investor relations.

RELATED ENTITIES

6. Provide, a Delaware corporation headquartered in San Diego, California, is an e-commerce company that sells fresh flowers and fruit. Until its acquisition by Liberty on February 10, 2006, Provide's securities traded on the Nasdaq National Market under the symbol "PRVD."

7. Liberty is a Delaware corporation headquartered in Englewood, Colorado. Liberty, through its subsidiaries, is in the media, communications, and entertainment businesses. Liberty's common stock is registered with the Commission and is traded on the NASDAQ Global Select Market under the symbol "LCAPA."

THE DEFENDANT'S FRAUDULENT CONDUCT

- 8. Bigler joined Provide on September 23, 2005 as director of corporate finance and investor relations.
- 9. During the week of October 3, 2005, a Liberty senior vice president contacted Provide's chief executive officer regarding Liberty's interest in acquiring Provide.
- 10. On or prior to the morning of November 15, 2005, Provide's chief financial officer notified Bigler of material, nonpublic information concerning the pending merger between Liberty and Provide. Subsequently, Provide's chief financial officer sent Bigler an email on November 15, 2005 at 11:11 a.m. containing additional material, nonpublic information, including an attachment setting forth Provide's five year financial forecast and Liberty's proposed acquisition price of \$33 per Provide share for the pending merger.
- 11. On November 15, 2005, shortly after this email was sent to Bigler, Bigler purchased 4,500 shares of Provide stock at a price of \$24.28 per share, for a total purchase price of \$109,325.45.
- 12. On December 5, 2005, Provide and Liberty announced their pending merger. Provide's stock price rose from a closing price of \$30.23 on the last trading day before the merger announcement to a closing price of \$33.76 per share on the day of the merger announcement. The trading volume rose from an average of 174,096 shares traded per day to 1,993,631 shares traded on the day of the merger announcement, a 1,045% increase from the average daily trading volume.
 - 13. On December 5, 2005, Bigler sold all 4,500 of his Provide shares for

\$33.56 per share, thus obtaining a total sales price of \$150,948.23. Bigler realized a profit of \$41,622.78 from this sale.

- 14. During the relevant period, Bigler was a corporate insider of Provide. Bigler made his trades in Provide stock on the basis of material, non-public information in breach of his duty of trust and confidence to Provide and its shareholders.
- 15. Bigler acted with scienter. Bigler knew, or was reckless in not knowing, that the information he learned in the November 15, 2005 email about Liberty's proposed acquisition of Provide and the price Liberty proposed to pay for Provide shares was material, non-public information. Bigler knew he owed a duty of trust and confidence to Provide and its shareholders. Despite this knowledge, Bigler purchased 4,500 shares of Provide stock on November 15, 2005 on the basis of this material, non-public information.

CLAIM FOR RELIEF FRAUD IN CONNECTION WITH THE PURCHASE OR SALE OF SECURITIES Violations of Section 10(b) of the Exchange Act and Rule 10b-5 Thereunder

- 16. The Commission realleges and incorporates by reference paragraphs 1 through 15 above.
- 17. Defendant Bigler, by engaging in the conduct described above, directly or indirectly, in connection with the purchase or sale of a security, by the use of means or instrumentalities of interstate commerce, of the mails, or of the facilities of a national securities exchange, with scienter:
 - a. employed devices, schemes, or artifices to defraud;
 - b. made untrue statements of a material fact or omitted to state a material fact necessary in order to make the statements made, in the light of the circumstances under which they were made, not misleading; or

- c. engaged in acts, practices or courses of business which operated or would operate as a fraud or deceit upon other persons.
- 18. By engaging in the conduct described above, defendant Bigler violated, and unless restrained and enjoined will continue to violate, Section 10(b) of the Exchange Act, 15 U.S.C. § 78j(b), and Rule 10b-5 thereunder, 17 C.F.R. § 240.10b-5.

PRAYER FOR RELIEF

WHEREFORE, the Commission respectfully requests that the Court:

I.

Issue a final judgment, in a form consistent with Fed. R. Civ. P. 65(d), permanently enjoining defendant Bigler and his agents, servants, employees, and attorneys, and those persons in active concert or participation with any of them, who receive actual notice of the final judgment by personal service or otherwise, and each of them, from violating Section 10(b) of the Exchange Act, 15 U.S.C. § 78j(b), and Rule 10b-5 thereunder, 17 C.F.R. § 240.10b-5.

II.

Order defendant Bigler to disgorge all ill-gotten gains from his illegal conduct, together with prejudgment interest thereon.

III.

Order defendant Bigler to pay a civil penalty under Section 21A(a) of the Exchange Act, 15 U.S.C. § 78u-1(a).

IV.

Retain jurisdiction of this action in accordance with the principles of equity and the Federal Rules of Civil Procedure in order to implement and carry out the terms of all orders and decrees that may be entered, or to entertain any suitable application or motion for additional relief within the jurisdiction of this Court.

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V.

Grant such other and further relief as this Court may determine to be just and necessary.

DATED: May 19, 2008

Karol Pollock

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Attorney for Plaintiff
Securities and Exchange Commission