

U.S. SECURITIES AND EXCHANGE COMMISSION

SECURITIES ACT OF 1933

Release No. 8803 / May 11, 2007

SECURITIES EXCHANGE ACT OF 1934

Release No. 55748 / May 11, 2007

Administrative Proceeding

File No. 3-12633

In the Matter of Lawrence A. Campbell

The United States Securities and Exchange Commission (Commission) today issued an Order Instituting Administrative and Cease-and-Desist Proceedings against Lawrence A. Campbell, 59, of Santa Ana, California.

In the Order, the Division of Enforcement alleges that from at least November 2001 through July 2003, Campbell cold called prospective investors and used high pressure sales tactics to offer and sell securities issued by Sunrise Energy, Inc. (Sunrise) through unregistered transactions. Campbell also misrepresented to investors that the Sunrise investments were low risk, safe investments and that investors could expect to receive returns of up to 112% per year. Campbell did not take any steps to verify his claims about the low risk, high return nature of the Sunrise securities, and continued to represent that they were low risk, high return investments even after learning that investors were receiving minimal returns. Campbell received commissions from Sunrise in connection with his sales of Sunrise securities and received at least \$162,000 in ill-gotten gains from bank accounts containing Sunrise investor funds.

The Division of Enforcement alleges in the Order that through his conduct Campbell willfully violated Sections 5(a), 5(c), and 17(a) of the Securities Act of 1933 and Sections 10(b) and 15(a) of the Securities Exchange Act of 1934 and Rule 10b-5 thereunder.

Administrative hearings will be scheduled to determine whether the allegations in the Orders are true, and to afford Campbell an opportunity to establish any defenses to the allegations. The proceedings will also determine whether Campbell should be ordered to cease and desist from committing or causing violations of and any future violations of the federal securities laws, and to determine whether remedial action, including but not limited to, orders requiring Campbell to make an accounting and pay disgorgement, prejudgment interest, and civil penalties, are appropriate and in the public interest.

The Order requires that an Administrative Law Judge issue an initial decision in each proceeding no later than 300 days from the date of service of the Orders Instituting Proceedings, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice.