

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 60244 / July 6, 2009

INVESTMENT ADVISERS ACT OF 1940
Release No. 2899 / July 6, 2009

ADMINISTRATIVE PROCEEDING
File No. 3-13541

In the Matter of

CRAIG ALAN RILEY,

Respondent.

**ORDER INSTITUTING
ADMINISTRATIVE PROCEEDINGS
PURSUANT TO SECTION 15(b)(6) OF
THE SECURITIES EXCHANGE ACT OF
1934 AND SECTION 203(f) OF THE
INVESTMENT ADVISERS ACT OF 1940,
MAKING FINDINGS, AND IMPOSING
REMEDIAL SANCTIONS**

I.

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 15(b)(6) of the Securities Exchange Act of 1934 (“Exchange Act”) and Section 203(f) of the Investment Advisers Act of 1940 (“Advisers Act”) against Craig Alan Riley (“Riley” or “Respondent”).

II.

In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the “Offer”), which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over him and the subject matter of these proceedings, and the findings contained in Section III.2 below, which are admitted, Respondent consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section

15(b)(6) of the Securities Exchange Act of 1934 and Section 203(f) of the Investment Advisers Act of 1940, Making Findings, and Imposing Remedial Sanctions (“Order”), as set forth below.

III.

On the basis of this Order and Respondent’s Offer, the Commission finds that:

1. Riley, age 38, currently resides in Phoenix, Arizona, and lived in Austin, Texas and Newport Beach, California during the relevant period. Between June 1996 and October 13, 2006, Riley was a registered representative associated with several Commission-registered broker-dealers. Between September 2006 and February 2008, Riley offered and sold interests in Pressio, L.P. (“Pressio”), an investment fund that he formed and managed.

2. On February 23, 2009, Riley pleaded guilty to one count of mail fraud in violation of Title 18, Section 1341 of the United States Code before the United States District Court for the Central District of California in *United States v. Craig Alan Riley*, Case No. SA CR 09-0001. As part of his criminal plea agreement, Riley acknowledged and agreed to pay restitution in the amount of \$3,044,384.59.

3. The criminal information to which Riley pleaded guilty alleged, *inter alia*, that from at least September 2006 through February 2008, Riley defrauded Pressio investors and obtained money and property from them by means of materially false and misleading statements; that he withdrew funds from Pressio for personal use; that he concealed trading losses by preparing and sending to Pressio investors fictitious statements reflecting non-existent gains, and that in connection with the foregoing, Riley knowingly and willfully caused those statements to be sent and delivered by the United States Postal Service.

IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent Riley’s Offer.

Accordingly, it is hereby ORDERED:

Pursuant to Section 15(b)(6) of the Exchange Act and Section 203(f) of the Advisers Act, that Respondent Riley be, and hereby is, barred from association with any broker, dealer, or investment adviser.

Any reapplication for association by the Respondent will be subject to the applicable laws and regulations governing the reentry process, and reentry may be conditioned upon a number of factors, including, but not limited to, the satisfaction of any or all of the following: (a) any disgorgement ordered against the Respondent, whether or not the Commission has fully or partially waived payment of such disgorgement; (b) any arbitration award related to the conduct that served as the basis for the Commission order; (c) any self-regulatory organization arbitration award to a customer, whether or not related to the conduct that served as the basis for the Commission order;

and (d) any restitution order by a self-regulatory organization, whether or not related to the conduct that served as the basis for the Commission order.

By the Commission.

Elizabeth M. Murphy
Secretary