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ARKANSAS SECURITIES DEPARTMENT

FOR IMMEDIATE RELEASE

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ARKANSAS SECURITIES COMMISSIONER FILES SUIT AGAINST ZIG ZIEGLER, TROY TRUVILLION AND PHOENIX PERFORMANCE ENHANCEMENT GROUP FOR SECURITIES FRAUD AND SALE OF UNREGISTERED SECURITIES

Today, Arkansas Securities Commissioner A. Heath Abshure filed suit in Pulaski County Circuit Court against Larry Wayne "Zig" Ziegler, Troy Truvillion and Phoenix Performance Enhancement Group ("PPEG") alleging securities fraud and registration violations.

The Complaint alleges that Defendants engaged in a fraudulent scheme to sell unregistered, non-exempt securities in PPEG, an Arizona limited liability company, and TruSeven, Inc., a Nevada corporation. Defendants used an area fitness expert to provide Ziegler and Truvillion with credibility and a source of potential Arkansas investors. Ziegler then began to tout PPEG to those individuals, using such false or misleading statements such as PPEG's revenues exceed \$3 million yearly and PPEG's investors were sure to make a profit. Once PPEG received investment funds from one Arkansas investor, Ziegler used a portion of the funds to pay his child support and gamble. Instead of issuing the Arkansas investor with PPEG stock, Ziegler provided the investor with shares in Future Films, Inc., a company that traded on the Pink Sheets and which Ziegler serves as director. Later, Truvillion attempted to persuade the investor to nullify the Future Films stock in exchange for shares in TruSeven.

The suit seeks restitution for investors, a civil penalty and an injunction against further offers or sales of securities in or from the state of Arkansas. "The action was filed in order to put a stop to this fraudulent activity in Arkansas, and to give notice to other investors of Zig Ziegler and Troy Truvillion's methods of operation," said Shannon L. Holloway, Staff Attorney for the Arkansas Securities Department. Additionally, Holloway cautions that investors should always make sure they understand the investment being offered and should thoroughly investigate both the salesperson and the touted investment with the Arkansas Securities Department and a trusted independent financial professional. Holloway added, "The opportunity for profit is accompanied by risk, and the greater the potential profit, the greater the risk."

The public is advised that the Staff of the Arkansas Securities Department is continuing its investigation into this matter. Should anyone have any further information, please contact Shannon L. Holloway at (501) 683-0806 or Gretchen Hall at (501) 324-8680. A copy of the Complaint is available on the Department's website at www.securities.arkansas.gov.