

IN THE MATTER OF  
THE *SECURITIES ACT*, R.S.N.S. 1989, CHAPTER 418, AS AMENDED (“Act”)

- and -

IN THE MATTER OF  
AD EQUITY INC. (“Respondent”)

**NOTICE OF HEARING**  
(Sections 134(1)(a)(i) and 134(1)(b)(i))

**TAKE NOTICE** that the Nova Scotia Securities Commission (the “Commission”) will hold a hearing pursuant to sections 134(1)(a)(i) and 134(1)(b)(i) of the Act at the offices of the Commission located at 1690 Hollis Street, 2<sup>nd</sup> floor, Halifax, Nova Scotia, or such other place as the Commission may designate on notice to the parties, on Tuesday, the 15<sup>th</sup> day of May, 2012, at 11:00 o’clock in the forenoon, or so soon thereafter as the hearing can be held;

**AND TAKE NOTICE** that the purpose of the hearing will be for the Commission to consider whether it is in the public interest for the Commission to make:

1. an order pursuant to section 134(1)(a)(i) of the Act that the Respondent shall comply with and cease contravening Nova Scotia securities laws;
2. an order pursuant to section 134(1)(b)(i) of the Act that all persons and companies shall permanently cease trading in the securities of the Respondent, directly or indirectly; and
3. such other order as the Commission considers appropriate.

**BY REASON OF** the allegations set out in the Statement of Allegations of the Director of Enforcement for the Commission dated the 22<sup>nd</sup> day of March, 2012, attached to this notice and such additional allegations as counsel may advise and the Commission may permit;

**AND TAKE NOTICE** that in support of this hearing will be read the Affidavit of Donna Gouthro, Securities Analyst, Corporate Finance, for the Commission, dated the 27<sup>th</sup> day of September, 2011, a copy of which will be provided to the Respondent contemporaneous with this Notice of Hearing in accordance with Rule 15-501 General Rules of Practice and Procedure;

**AND TAKE NOTICE** that any party to the proceeding may be represented by legal counsel or an authorized agent;

**AND TAKE NOTICE** that the Respondent shall provide written notice to the Commission, at least seven (7) days prior to the date of the hearing, of its intention to attend the hearing, and if no such notice is provided within this time or upon failure of any party to attend at the hearing, the hearing may proceed in the absence of that party and an order granted and such party is not entitled to any further notice of the proceeding without leave of the Commission.

**DATED** at Halifax, Nova Scotia, this 4th day of April, 2012.

**NOVA SCOTIA SECURITIES COMMISSION**

"Shirley Lee"

Shirley P. Lee, Q. C. Secretary