



Ontario
Securities
Commission

Commission des
valeurs mobilières
de l'Ontario

P.O. Box 55, 19th Floor
20 Queen Street West
Toronto ON M5H 3S8

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20, rue queen ouest
Toronto ON M5H 3S8

**IN THE MATTER OF THE *SECURITIES ACT*
R.S.O. 1990, c. S.5, AS AMENDED**

- AND -

**IN THE MATTER OF NEW LIFE CAPITAL CORP.,
NEW LIFE CAPITAL INVESTMENTS INC., NEW LIFE CAPITAL
ADVANTAGE INC., NEW LIFE CAPITAL STRATEGIES INC.,
1660690 ONTARIO LTD., L. JEFFREY POGACHAR,
PAOLA LOMBARDI AND ALAN S. PRICE**

**TEMPORARY ORDER
Section 127**

WHEREAS it appears to the Ontario Securities Commission that:

1. New Life Capital Corp. (“NLC”), New Life Capital Investments Inc., New Life Capital Advantage Inc., New Life Capital Strategies Inc. and 1660690 Ontario Inc. (together, “New Life”) are corporations incorporated in Ontario;
2. NLC is registered with the Commission as a limited market dealer;
3. L. Jeffrey Pogachar, Paola Lombardi and Alan S. Price are officers and directors of one or more entities within New Life;
4. Staff of the Commission (“Staff”) have conducted a Compliance Review and are conducting an investigation into New Life’s registration, sales and governance practices;
5. Staff have identified apparent deficiencies in New Life’s registration, sales and governance practices;
6. the Commission is of the opinion that it is in the public interest to make this Order; and
7. the Commission is of the opinion that the length of time required to conclude a hearing in this matter could be prejudicial to the public interest;

AND WHEREAS by Commission Order dated April 1, 2008 pursuant to section 3.5(3) of the *Securities Act*, R.S.O. 1990, c. S.5 as amended (the “Act”), any one of W. David Wilson, James E. A. Turner, Lawrence E. Ritchie, Paul K. Bates or David L. Knight, acting alone, is authorized to make orders pursuant to section 127 of the Act;

IT IS ORDERED that:

1. pursuant to clause 2 of section 127(1) and section 127(5) of the Act, trading in securities of and by the Respondents shall cease;
2. pursuant to clause 3 of section 127(1) and section 127(5) of the Act, any exemptions contained in Ontario securities law not do not apply to any of the Respondents; and
3. this Order shall not prevent or prohibit any future payments in the way of premiums owing from time to time in respect of insurance policies which were purchased by the Respondents on or before the date of this Order;

IT IS FURTHER ORDERED that pursuant to section 127(6) of the Act, this Order shall take effect immediately and shall expire on the 15th day after its making unless extended by the Commission.

DATED at Toronto this 6th day of August, 2008.

“David Wilson”
