



DIVISION OF  
CORPORATION FINANCE

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

February 27, 2014

Via E-mail

Mr. Justin Jarman  
Chief Executive Officer  
Wild Craze, Inc.  
962 Shine Ave.  
Myrtle Beach, SC 29577

**Re: Wild Craze, Inc.  
Amendment No. 1 to Form 10-K for Fiscal Year Ended December 31, 2012  
Filed April 24, 2013  
Form 8-K filed March 4, 2013  
File No. 0-53161**

Dear Mr. Jarman:

We issued a comment to you on the above captioned filings on November 14, 2013. As of the date of this letter, these comments remain outstanding and unresolved. We expect you to provide a complete, substantive response to these comments by March 14, 2014.

If you do not respond, we will, consistent with our obligations under the federal securities laws, decide how we will seek to resolve material outstanding comments and complete our review of your filings and your disclosure. Among other things, we may decide to release publicly, through the agency's EDGAR system, all correspondence, including this letter, relating to the review of your filing, consistent with the staff's decision to release publicly comment letters and response letters relating to disclosure filings it has reviewed. You can find more information about the staff's decision to release filing correspondence at <http://www.sec.gov/divisions/corpfin/cfannouncements/edgarcorrespondence.htm>, <http://www.sec.gov/news/press/2004-89.htm> and <http://www.sec.gov/news/press/2005-72.htm>.

Please contact Sharon Virga, Senior Staff Accountant, at (202) 551-3385 or Carlos Pacheco, Senior Assistant Chief Accountant, at (202) 551-3835 if you have any questions.

Sincerely,

/s/ Carlos Pacheco for

Assistant Director