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

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ANNUAL AUDITED REPORT  
FORM X-17A-3  
PART 111

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SEC 111

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8- 44331

FACING PAGE  
Information Required of Brokers and Dealers Pursuant to Section 17 of the  
Securities Exchange Act of 1934 and Rule 17a-5 thereunder

REPORT FOR THE PERIOD BEGINNING 01/01/10 AND ENDING 12/31/10  
MM/DD/YY MM/DD/YY

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER:  
**Primex Prime Electronic Execution, Inc.**  
ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)

OFFICIAL USE ONLY  
FIRM I.D. NO.

**45 Knollwood Road, 4<sup>th</sup> Floor**  
(No. and Street)  
**Elmsford NY 10523**  
(City) (State) (Zip Code)

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT  
**Wil Felix (516) 408-7266**  
(Area Code - Telephone Number)

B. ACCOUNTANT IDENTIFICATION

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in the Report\*

**Rubio CPA, PC**  
(Name - if individual, state last, first, middle name)

**900 Circle 75 Parkway, Suite 1100 Atlanta Georgia 30339**  
(Address) (City) (State) (Zip Code)

CHECK ONE:

- Certified Public Accountant
- Public Accountant
- Accountant not resident in United States or any of its possessions.

FOR OFFICIAL USE ONLY

\*Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See Section 240.17a-5(e)(2)

KH 3/28

OATH OR AFFIRMATION

I, Wil Felix, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of Primex Prime Electronic Execution, Inc., as of December 31, 2010, are true and correct. I further swear (or affirm) that neither the company nor any partner, proprietor, principal officer or director has any proprietary interest in any account classified solely as that of a customer, except as follows:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Wil Felix  
Signature  
CEO  
Title

Ernestine B. Papovitch  
Notary Public

ERNESTINE B. PAPOVITCH  
NOTARY PUBLIC - STATE OF NEW YORK  
NO. 01PA6132044  
QUALIFIED IN WESTCHESTER COUNTY  
MY COMMISSION EXPIRES AUG. 22, 2014

This report \*\* contains (check all applicable boxes):

- (a) Facing Page.
- (b) Statement of Financial Condition.
- (c) Statement of Income (Loss).
- (d) Statement of Changes in Financial Condition.
- (e) Statement of Changes in Stockholders' Equity or Partners' or Sole Proprietors' Capital.
- (f) Statement of Changes in Liabilities Subordinated to Claims of Creditors.
- (g) Computation of Net Capital.
- (h) Computation for Determination of Reserve Requirements Pursuant to Rule 15c3-3.
- (i) Information Relating to the Possession or Control Requirements Under Rule 15c3-3.
- (j) A Reconciliation, including appropriate explanation of the Computation of Net Capital Under Rule 15c3-3 and the Computation for Determination of the Reserve Requirements Under Exhibit A of Rule 15c3-3.
- (k) A Reconciliation between the audited and unaudited Statements of Financial Condition with respect to methods of consolidation.
- (l) An Oath or Affirmation.
- (m) A copy of the SIPC Supplemental Report.
- (n) A report describing any material inadequacies found to exist or found to have existed since the date of the previous audit.

\*\*For conditions of confidential treatment of certain portions of this filing, see section 240.17z-5(e)(3).

**PRIMEX PRIME ELECTRONIC EXECUTION, INC.**  
**Financial Statements**  
**For the Year Ended**  
**December 31, 2010**  
**With**  
**Independent Auditor's Report**

**INDEPENDENT AUDITOR'S REPORT**

To the Stockholder  
Primex Prime Electronic Execution, Inc.

We have audited the accompanying statement of financial condition of Primex Prime Electronic Execution, Inc., as of December 31, 2010 and the related statements of operations, changes in stockholders' equity, and cash flows for the year then ended that you are filing pursuant to rule 17a-5 under the Securities and Exchange Act of 1934. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Primex Prime Electronic Execution, Inc., as of December 31, 2010 and the results of its operations and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Our audit was conducted for the purpose of forming an opinion on the basic financial statements taken as a whole. The information contained in the Schedules I, II and III is presented for purposes of additional analysis and is not a required part of the basic financial statements, but is supplementary information required by Rule 17a-5 of the Securities and Exchange Commission. Such information has been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

February 25, 2011  
Atlanta, Georgia



RUBIO CPA, PC

**PRIMEX PRIME ELECTRONIC EXECUTION, INC.**  
**STATEMENT OF FINANCIAL CONDITION**  
**DECEMBER 31, 2010**

**ASSETS**

	<u>2010</u>
Cash and cash equivalents	\$ 2,522
Securities owned	79
Deposit with clearing broker	15,000
Accounts receivable	676
Accounts receivable from broker dealers	19,051
Other assets	4,021
Office furniture and equipment, net of accumulated depreciation of \$10,212	<u>15,263</u>
<b>Total Assets</b>	<b><u>\$ 56,612</u></b>

**LIABILITIES AND STOCKHOLDER'S EQUITY**

**LIABILITIES**

Commissions payable	\$ 4,427
Accounts payable	<u>10,042</u>
<b>Total Liabilities</b>	<b><u>14,469</u></b>

**STOCKHOLDER'S EQUITY**

Common stock, no par value; 300,000 shares Authorized; 50 shares issued and outstanding	-
Additional paid-in capital	1,077,229
Retained earnings	<u>(1,035,086)</u>
	<u>42,143</u>
<b>Total Liabilities and Stockholder's Equity</b>	<b><u>\$ 56,612</u></b>

The accompanying notes are an integral part of these financial statements.

**PRIMEX PRIME ELECTRONIC EXECUTION, INC.**  
**STATEMENT OF OPERATIONS**  
For the Year Ended December 31, 2010

	<u>2010</u>
REVENUES	
Commissions	\$ 172,262
Other income	<u>4,930</u>
Total revenue	<u>177,192</u>
GENERAL AND ADMINISTRATIVE EXPENSES	
Compensation and benefits	90,514
Clearing fees	6,502
Communications	4,631
Occupancy	16,056
Other operating expenses	<u>71,397</u>
Total expenses	<u>189,100</u>
NET LOSS BEFORE INCOME TAXES	(11,908)
INCOME TAXES	<u>-</u>
NET LOSS	<u>\$ (11,908)</u>

The accompanying notes are an integral part of these financial statements.

**PRIMEX PRIME ELECTRONIC EXECUTION, INC.**  
**STATEMENT OF CASH FLOWS**  
For the Year Ended December 31, 2010

	2010
<b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>	
Net loss	\$ (11,908)
Adjustments to reconcile net income to net cash provided by operating activities:	
Depreciation	3,240
Decrease in commissions payable	(30,753)
Increase in accounts receivable	(676)
Increase in other assets	(2,673)
Increase in due from clearing broker-dealers	(6,867)
Decrease in accounts payable	(3,368)
<b>NET CASH FLOWS FROM OPERATING ACTIVITIES</b>	<b>(53,005)</b>
 <b>CASH FLOWS FROM FINANCING ACTIVITIES:</b>	
Capital contributions	29,606
<b>NET CASH FLOWS FROM FINANCING ACTIVITIES</b>	29,606
 <b>CASH FLOWS FROM INVESTING ACTIVITIES:</b>	
Purchase of property and equipment	(12,819)
<b>NET CASH FLOWS FROM INVESTING ACTIVITIES</b>	(12,819)
 <b>NET DECREASE IN CASH</b>	<b>(36,218)</b>
 <b>CASH:</b>	
Beginning of year	38,740
End of year	<b>\$ 2,522</b>

The accompanying notes are an integral part of these financial statements.

**PRIMEX PRIME ELECTRONIC EXECUTION, INC.**  
**STATEMENT OF CHANGES IN STOCKHOLDER'S EQUITY**  
For the Year Ended December 31, 2010

	<u>Paid-in Capital</u>	<u>Accumulated (Deficit)</u>	<u>Total</u>
Balance, December 31, 2009	\$ 1,047,623	\$ (1,023,178)	\$ 24,445
Capital contributions	29,606		29,606
Net loss	<u>                    </u>	<u>(11,908)</u>	<u>(11,908)</u>
Balance, December 31, 2010	<u>\$ 1,077,229</u>	<u>\$ (1,035,086)</u>	<u>\$ 42,143</u>

The accompanying notes are an integral part of these financial statements.

**PRIMEX PRIME ELECTRONIC EXECUTION, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**December 31, 2010**

**NOTE 1 – NATURE OF BUSINESS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

Organization and Description of Business: The Company is an independent registered broker-dealer and a member of the Financial Industry Regulatory Authority. The Company's business is to act as a broker for transactions in securities.

The Company is wholly-owned by Advantage Trading, LLC ("Parent").

Marketable Securities: The investment in common stock is valued at market value. The resulting difference between cost and market (or fair value) is included in income.

Office Furniture and Equipment: Office furniture and equipment are being depreciated on a straight-line basis over estimated useful lives of five to seven years.

Income Taxes: Income taxes are accounted for by the asset/liability approach in accordance with FAS-109 (Accounting for Income Taxes). Deferred taxes represent the expected future tax consequences when the reported amounts of assets and liabilities are recovered or paid. They rise from differences between the financial reporting and tax bases of assets and liabilities and are adjusted for changes in tax laws and tax rates when those changes are enacted. The provision for income taxes represents the total of income taxes paid or payable for the current year, plus the change in deferred taxes during the year. The Company provides deferred taxes for its net operating loss carryforwards.

The Company has adopted the provisions of FASB Accounting Standards Codification 740-10, Accounting for Uncertainty in Income Taxes. Under FASB ASC 740-10 the Company is required to evaluate each of its tax positions to determine if they are more likely than not to be sustained if the taxing authority examines the respective position. A tax position includes an entity's status and the decision not to file a return. The Company has evaluated each of its tax positions and has determined that it has no uncertain tax positions for which a provision or liability for uncertain tax positions is necessary.

The Company, which files income tax returns in the U.S. federal jurisdiction and various state jurisdictions, is no longer subject to U.S. federal income tax examination by tax authorities for years before 2007.

Estimates: The preparation of financial statements in accordance with generally accepted accounting principles requires the use of estimates in determining assets, liabilities, revenues and expenses. Actual results may differ from these estimates.

**PRIMEX PRIME ELECTRONIC EXECUTION, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**December 31, 2010**

**NOTE 1 – NATURE OF BUSINESS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)**

Revenue Recognition: Placement fees are recognized in accordance with terms agreed upon with each client and are generally based on (1) a percentage of capital raised or (2) profit allocated and management fees earned by a client on funds received from investors introduced by the Company. Other consulting fees are recognized as billed.

Date of Management's Review – Subsequent events were evaluated through February 25, 2011, which is the date the financial statements were available to be issued.

**NOTE 2 – NET CAPITAL REQUIREMENTS**

The Company is subject to the Securities and Exchange Commission Uniform Net Capital Rule (Rule 15c3-1), which requires the maintenance of minimum net capital and requires that the ratio of aggregate indebtedness to net capital, both as defined, shall not exceed 15 to 1. At December 31, 2010, the Company had net capital of \$16,121 which was \$11,121 in excess of its required net capital of \$5,000 and its ratio of aggregate indebtedness to net capital was .9 to 1.0.

**NOTE 3 – OFF BALANCE SHEET RISK**

In the normal course of business, the Company executes securities transactions. These activities may expose the Company to off balance sheet risk in the event the customer or other broker is unable to fulfill its contracted obligations and the Company has to purchase or sell the financial instrument underlying the contract at a loss.

**NOTE 4 – INCOME TAXES**

The provision for income taxes is summarized as follows:

Current income tax expense (benefit)	\$ (3,000)
Deferred income taxes	<u>3,000</u>
Income tax expense (benefit)	<u>\$ -</u>

Deferred income taxes are recognized for temporary differences between the basis of assets and liabilities for financial and income tax purposes. The differences at December 31, 2010 relate to a net operating loss carryforward.

**PRIMEX PRIME ELECTRONIC EXECUTION, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**December 31, 2010**

**NOTE 4 – INCOME TAXES (CONTINUED)**

Significant components of deferred tax assets are as follows:

Deferred tax assets:	
Net operating losses	\$ 50,000
Less deferred tax valuation allowance	<u>(50,000)</u>
Net deferred tax asset	<u>\$ -</u>

The Company has recorded a valuation allowance for the deferred tax asset at December 31, 2010, equal to the deferred tax asset because it is more likely than not that the net operating loss carryforward will not be realized before it begins to expire in 2022.

The Company has a net operating loss carryforward that may be used to reduce income taxes arising in future years of approximately \$167,000 that begins to expire in 2022.

**NOTE 5 – LEASES**

The Company leases office facilities under an operating lease. Rent expense for 2010 was approximately \$16,000.

Future minimum rental payments under the new office premises lease are approximately the following:

2011	\$ 28,000
2012	28,000
2013	30,000
2014	30,000
2015	<u>30,000</u>
Total	<u>\$ 146,000</u>

**NOTE 6 – NET LOSS**

The Company had a net loss for 2010 of \$11,908. In addition, the Company is often unable to pay its liabilities as they become due. Management expects the Company to continue as a going concern and the accompanying financial statements have been prepared on a going-concern basis without adjustments for realization in the event that the Company ceases to continue as a going concern.

**PRIMEX PRIME ELECTRONIC EXECUTION, INC.**

**Supplementary Information  
Pursuant to Rule 17(a)-5 of the  
Securities Exchange Act of 1934**

**December 31, 2010**

The accompanying schedule is prepared in accordance with the requirements and general format of FOCUS Form X-17A-5.

**SCHEDULE I**  
**PRIMEX PRIME ELECTRONIC EXECUTION, INC.**

**COMPUTATION OF NET CAPITAL UNDER RULE 15c3-1**  
**OF THE SECURITIES AND EXCHANGE COMMISSION ACT OF 1934**

**December 31, 2010**

Net Capital	
Total stockholder's equity qualified for net capital	\$ 42,143
Deduction for non-allowable assets:	
Other assets	(4,021)
Non-allowable accounts receivable	(6,659)
Property	(15,263)
Securities owned	<u>(79)</u>
	<u>(26,022)</u>
Net capital before haircuts	16,121
Less haircuts	<u>          -</u>
Net capital	16,121
Minimum net capital required	<u>5,000</u>
Excess capital	<u>\$ 11,121</u>
Aggregate indebtedness:	
Liabilities	<u>\$ 14,469</u>
Ratio of aggregate indebtedness to net capital	<u>.90 to 1.0</u>

**RECONCILIATION WITH COMPANY'S COMPUTATION OF NET CAPITAL INCLUDED  
IN PART II OF FORM X-17A-5 AS OF DECEMBER 31, 2010**

There is no difference between net capital as reported in Part II of Form X-17a-5 and net capital as reported above.

**PRIMEX PRIME ELECTRONIC EXECUTION, INC.**

**SCHEDULE II  
COMPUTATION FOR DETERMINATION OF RESERVE REQUIREMENTS  
UNDER RULE 15c3-3 OF THE SECURITIES AND EXCHANGE COMMISSION  
AS OF DECEMBER 31, 2010**

The Company is exempt from the provisions of Rule 15c3-3 under the Securities Exchange Act of 1934, pursuant to paragraph (k)(2)(ii) of the rule.

**INDEPENDENT AUDITOR'S REPORT ON INTERNAL ACCOUNTING CONTROL  
REQUIRED BY RULE 17a-5**

To the Stockholder of  
Primex Prime Electronic Execution, Inc.

In planning and performing our audit of the financial statements of Primex Prime Electronic Execution, Inc., for the year ended December 31, 2010, we considered its internal control structure, in order to determine our auditing procedures for the purpose of expressing our opinion on the financial statements and not to provide assurance on the internal control structure.

Also, as required by Rule 17a-5(g)(1) of the Securities and Exchange Commission, we have made a study of the practices and procedures (including test of compliance with such practices and procedures) followed by Primex Prime Electronic Execution, Inc., that we considered relevant to the objective stated in Rule 17a-5(g). We also made a study of the practices and procedures followed by the Company in making the periodic computations of aggregate indebtedness and net capital under Rule 17a-3(a)(11) and the procedure for determining compliance with the exemptive provisions of Rule 15c3-3. Because the Company does not carry security accounts for customers or perform custodial functions relating to customer securities, we did not review the practices and procedures followed by the Company related to the following: (1) in making the quarterly securities examinations, counts, verifications and comparisons, and the recordation of differences required by Rule 17a-13; (2) in complying with the requirements for prompt payment for securities under Section 8 of Regulation T of the Board of Governors of the Federal Reserve System; and (3) in obtaining and maintaining physical possession or control of all fully paid and excess margin securities of customers as required by Rule 15c3-3.

The management of the Company is responsible for establishing and maintaining an internal control structure and the practices and procedures referred to in the preceding paragraph. In fulfilling this responsibility, estimates and judgments by management are required to assess the expected benefits and related costs of internal control structure policies and procedures and of the practices and procedures referred to in the preceding paragraph and to assess whether those practices and procedures can be expected to achieve the commission's above-mentioned objectives. Two of the objectives of an internal control structure and the practices and procedures are to provide management with reasonable, but not absolute, assurance that assets for which the Company has responsibility are safeguarded against loss from unauthorized use or disposition and that transactions are executed in accordance with management's authorization and recorded properly to permit preparation of financial statements in conformity with generally accepted accounting principles. Rule 17a-5(g) lists additional objectives of the practices and procedures listed in the preceding paragraph.

Because of inherent limitations in any internal control structure or the practices and procedures referred to above, errors or irregularities may occur and not be detected. Also, projection of any evaluation of them to future periods is subject to the risk that they may become inadequate because of changes in conditions or that the effectiveness of their design and operation may deteriorate.

A *control deficiency* exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect misstatements on a timely basis. A significant deficiency is a control deficiency, or combination of control deficiencies, that adversely affects the entity's ability to initiate, authorize, record, process, or report financial data reliably in accordance with generally accepted accounting principles such that there is more than a remote likelihood that a misstatement of the entity's financial statements that is more than inconsequential will not be prevented or detected by the entity's internal control.

A *material weakness* is a significant deficiency, or combination of significant deficiencies, that results in more than a remote likelihood that a material misstatement of the financial statements will not be prevented or detected by the entity's internal control.

Our consideration of the internal control structure would not necessarily disclose all matters in the internal control structure that might be material weaknesses under standards established by the American Institute of Certified Public Accountants. A material weakness is a condition in which the design or operation of the specific internal control structure elements does not reduce to a relatively low level the risk that errors or irregularities in amounts that would be material in relation to the financial statements being audited may occur and not be detected within a timely period by employees in the normal course of performing their assigned functions. However, we noted no matters involving the internal control structure that we consider to be material weaknesses as defined above.

We understand that practices and procedures that accomplish the objectives referred to in the second paragraph of this report are considered by the Commission to be adequate for its purposes in accordance with the Securities Exchange Act of 1934 and related regulations, and that practices and procedures that do not accomplish such objectives in all material respects indicate a material inadequacy for such purposes. Based on this understanding and on our study, we believe that the Company's practices and procedures were adequate at December 31, 2010 to meet the Commission's objectives.

This report recognizes that it is not practicable in an organization the size of the Company to achieve all the division of duties and cross-checks generally included in a system of internal accounting control, and that alternatively, greater reliance must be placed on surveillance by management.

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This report is intended solely for the use of management, the Securities and Exchange Commission, the New York Stock Exchange and other regulatory agencies which rely on Rule 17a-5(g) under the Securities Exchange Act of 1934 in their regulation of registered brokers and dealers and should not be used for any other purpose.

February 25, 2011  
Atlanta, Georgia

A handwritten signature in black ink, appearing to read "Rubio CPA, PC". The signature is written in a cursive, flowing style.

RUBIO CPA, PC