

UNITED STATES OF AMERICA  
Before the  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

ADMINISTRATIVE PROCEEDINGS RULINGS

Release No. 5795/June 14, 2018

ADMINISTRATIVE PROCEEDING

File No. 3-18506

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In the Matter of :  
:   
MASS HYSTERIA ENTERTAINMENT COMPANY, INC., : ORDER TO SHOW CAUSE  
STARK NAKED BOBBERS, and :  
TOA HOLDINGS, INC. :

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The Securities and Exchange Commission instituted this proceeding with an Order Instituting Proceedings (OIP), pursuant to Section 12(j) of the Securities Exchange Act of 1934 on May 24, 2018. The OIP alleges that each Respondent is a corporation with a class of securities registered with the Commission pursuant to Section 12(g) of the Exchange Act and has repeatedly failed to file required periodic reports. The Division of Enforcement is seeking to revoke the registration of Respondents' securities.

The OIP provides that each Respondent's Answer is due within ten days of service of the OIP on it. *See* OIP at 3; 17 C.F.R. § 201.220(b). Mass Hysteria Entertainment Company, Inc., and Stark Naked Bobbers were served with the OIP on May 30 and May 26, 2018, respectively. *Mass Hysteria Entm't Co.*, Admin. Proc. Rulings Release No. 5775, 2018 SEC LEXIS 1340 (A.L.J. June 6, 2018). TOA Holdings, Inc., a forfeited Delaware corporation,<sup>1</sup> was served on May 31, 2018, by personal service on the Delaware Secretary of State. 17 C.F.R. § 201.141(a)(2)(ii); 8 Del. Code § 321. To date, each Respondent has failed to file an Answer within the time provided.

Accordingly, each Respondent IS ORDERED TO SHOW CAUSE, by June 28, 2018, why it should not be deemed to be in default and the registration of its securities revoked. *See* OIP at 3; 17 C.F.R. §§ 201.155(a), .220(f).

IT IS SO ORDERED.

/S/ Carol Fox Foelak  
Carol Fox Foelak  
Administrative Law Judge

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<sup>1</sup> TOA Holdings, Inc.'s forfeited status is due to its failure to appoint a registered agent.