

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 1375 /April 14, 2014

ADMINISTRATIVE PROCEEDING
File No. 3-15814

In the Matter of

HENDRX CORP.,
PLASTINUM POLYMER
TECHNOLOGIES CORP.,
VERTICAL BRANDING, INC.,
WHY USA FINANCIAL GROUP, INC.,
and XNE, INC.

ORDER POSTPONING HEARING,
SCHEDULING PREHEARING
CONFERENCE, AND TO SHOW CAUSE
AS TO ALL RESPONDENTS

On March 27, 2014, the Securities and Exchange Commission (Commission) issued an Order Instituting Proceedings (OIP) against Respondents Hendrx Corp., Plastinum Polymer Technologies Corp., Vertical Branding, Inc. (VBDG), WHY USA Financial Group, Inc. (WUFG), and XNE, Inc. (collectively, Respondents), pursuant to Section 12(j) of the Securities Exchange Act of 1934 (Exchange Act). The OIP alleges that Respondents each have a class of securities registered with the Commission pursuant to Exchange Act Section 12(g) and are delinquent in their periodic filings, in violation of Exchange Act Section 13(a) and Rules 13a-1 and 13a-13 thereunder. A hearing is scheduled to commence on April 17, 2014.

On March 31, 2014, the Division of Enforcement filed the Declaration of David S. Frye to Assist Secretary with Record of Service, which reflects that Respondents were served with the OIP by March 28, 2014, in accordance with Commission Rule of Practice 141(a)(2)(ii).¹ See 17 C.F.R. § 201.141(a)(2)(ii). Respondents' Answers were due within ten days of service of the OIP, or by Thursday, April 10, 2014, as service was effected by mail. OIP at 3; 17 C.F.R. §§ 201.160(b), .220(b). As of today, no Respondent has filed an Answer.

Accordingly, it is ORDERED that on or before Thursday, April 24, 2014, Respondents shall SHOW CAUSE why the registrations of their securities should not be revoked by default due to their failure to file Answers or otherwise defend this proceeding. See 17 C.F.R. §§ 201.155(a)(2), .220(f). If any Respondent fails to respond to this Order, it shall be deemed in

¹ Information from the Office of the Secretary clarifies that the U.S. Postal Service tracking number for the package sent to VBDG is EM675733329US, and the tracking number for the package sent to WUFG is EM675733292US.

default, and the proceeding will be determined against it. OIP at 3; see 17 C.F.R. § 201.155(a)(2).

It is further ORDERED that the hearing scheduled for April 17, 2014, is postponed sine die, and a telephonic prehearing conference shall be held on Monday, May 12, 2014, at 9:30 a.m. EDT, if the proceeding has not been resolved by then.

Cameron Elliot
Administrative Law Judge