

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

ADMINISTRATIVE PROCEEDINGS RULINGS

Release No. 1396/April 23, 2014

ADMINISTRATIVE PROCEEDING

File No. 3-15758

In the Matter of

ADS IN MOTION, INC.,
PREMIER BEVERAGE GROUP CORP.
PULMO BIOTECH, INC.,
TRIMEDIA ENTERTAINMENT GROUP, INC., AND
ZANETT, INC.

ORDER FOLLOWING
PREHEARING
CONFERENCE SETTING
DATES FOR MOTION FOR
SUMMARY DISPOSITION

The Securities and Exchange Commission (Commission) issued an Order Instituting Proceedings (OIP) on February 20, 2014, alleging that Respondents have securities registered with the Commission and have not filed periodic reports required by Section 13(a) of the Securities Exchange Act of 1934 (Exchange Act) and Exchange Act Rules 13a-1 and 13a-13. Premier Beverage Group Corp. (Premier Beverage) is the only remaining Respondent.¹

Premier Beverage filed an Answer with two attachments on March 14, 2014, and participated in prehearing conferences on March 19, 2014, and April 23, 2014. The OIP alleged, and Premier Beverage admitted, that as of the date of the OIP's issuance, Premier Beverage was delinquent in its periodic filings and had not filed any periodic reports since it filed a Form 10-Q for the period ended September 30, 2012. OIP at 2; Answer at 2. Since the OIP was issued, Premier Beverage filed: a Form 10-K for the fiscal year ended December 31, 2012, on March 13, 2014; a Form 10-K/A to amend the report for the year ended December 31, 2012, on March 18, 2014; and a Form 10-Q for the quarter ended March 31, 2013, on April 22, 2014.²

¹ See Initial Decision on Default as to Ads in Motion, Inc., Pulmo BioTech, Inc. and Trimedia Entertainment Group, Inc. and Order for Prehearing Conference, Ads in Motion, Inc., Initial Decision Release No. 581, 2014 SEC LEXIS 1107 (Mar. 21, 2014); Order Making Findings and Revoking Registration of Securities Pursuant to Section 12(j) of the Securities Exchange Act of 1934 as to Zanett, Inc., Ads in Motion, Inc., Exchange Act Release No. 71867, 2014 SEC LEXIS 1243 (Apr. 4, 2014).

² I take official notice of these filings that are publicly available on the Commission's Electronic Data Gathering, Analysis, and Retrieval database. See 17 C.F.R. § 201.323.

At the prehearing conference on April 23, 2014, Premier Beverage indicated it expects to file Forms 10-Q for the second and third quarters of 2013 within the next five business days, and that it is still committed to being in full compliance, with all filings up to date, by May 15, 2014. See Answer at 2. Counsel indicated that Premier Beverage has spent substantial money to accomplish this. The Division of Enforcement (Division) reiterated its position that the registration of Premier Beverage's registered securities should be revoked and that its piecemeal approach to achieving compliance is insufficient.

Order

As discussed during the April 23, 2014, prehearing conference, I ORDER the Division to file a motion for summary disposition by May 19, 2014, Premier Beverage to file an opposition by May 27, 2014, and the Division to file a reply by June 2, 2014. 17 C.F.R. §§ 201.154, .250. I do not read the Commission's Opinion in Absolute Potential, Inc., Exchange Act Release No. 71866, 2014 SEC LEXIS 1193 (Apr. 4, 2014), as making the revocation of registered securities automatic for all delinquent filers because Section 12(j) of the Exchange Act requires a determination on each set of facts of what is necessary or appropriate for the protection of investors.

Brenda P. Murray
Chief Administrative Law Judge