

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 2251/January 23, 2015

ADMINISTRATIVE PROCEEDING
File No. 3-16152

In the Matter of

ALBERT REDA

:
:

ORDER TO SHOW CAUSE

The Securities and Exchange Commission instituted this proceeding with an Order Instituting Proceedings (OIP) on September 22, 2014, pursuant to Sections 15(b) and 21C of the Securities Exchange Act of 1934 (Exchange Act), against Respondent Albert Reda (Reda). The OIP alleges that Reda willfully violated Section 10(b) of the Exchange Act and Rule 10b-5 thereunder through his activities in the purchase and sale of securities that involved a fraudulent scheme in which insiders of publicly-traded penny stock companies paid secret kickbacks to a purported corrupt hedge fund manager.

Reda was served with the OIP in accordance with 17 C.F.R. § 201.141(a)(2)(i) on November 7, 2014. To date, he has failed to file an Answer to the OIP, due twenty days after he was served. *See* OIP at 4; 17 C.F.R. § 201.220(b). Additionally, he did not appear at a prehearing conference scheduled for December 17, 2014, of which he had been notified. Accordingly, he is in default. *See* OIP at 4; 17 C.F.R. §§ 201.155(a), .220(f), .221(f). The Division of Enforcement (Division) filed a Motion for Default on January 23, 2015, requesting a cease-and-desist order, a penny stock bar, and an officer and director bar.

IT IS ORDERED that Respondent Albert Reda SHOW CAUSE by February 13, 2015, why the sanctions requested by the Division should not be imposed.

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