

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No.1863 /September 30, 2014

ADMINISTRATIVE PROCEEDING
File No. 3-16173

In the Matter of
the Registration Statement of

Esir1, Inc.
433 North Camden Drive
6th Floor
Beverly Hills, CA 90210

ORDER DESIGNATING
PRESIDING JUDGE

The Securities and Exchange Commission (Commission) has ordered, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice, that the Administrative Law Judge assigned to this proceeding shall issue an initial decision no later than 120 days from service of the Order Fixing Time and Place of Public Hearing and Instituting Proceedings. See 17 C.F.R. § 201.360(a)(2).

The Commission has also ORDERED that the hearing in this matter commence at 9:30 a.m., Thursday, October 9, 2014, in the Commission Headquarters Offices, Hearing Room 2, 100 F Street, N.E., Washington, D.C. 20549.

IT IS FURTHER ORDERED that Chief Administrative Law Judge Brenda P. Murray preside at the hearing in these proceedings and perform other and related duties in accordance with the Commission's Rules of Practice.

Service of all orders and rulings on parties is made by the Office of the Secretary, or other duly authorized Commission officer, pursuant to Commission Rule of Practice 141. See 17 C.F.R. § 201.141. All issuances by Administrative Law Judges and other documents of importance are posted on the Commission's web site at <http://www.sec.gov/litigation/apdocuments/ap-open-fileno-asc.xml>. For the Commission, by its Chief Administrative Law Judge, pursuant to delegated authority.

Brenda P. Murray
Chief Administrative Law Judge