

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

ADMINISTRATIVE PROCEEDINGS RULINGS  
Release No. 2540 / April 14, 2015

ADMINISTRATIVE PROCEEDING  
File No. 3-16468

In the Matter of  
  
URBAN AG CORP.

ORDER POSTPONING HEARING AND  
SCHEDULING PREHEARING CONFERENCE

On April 1, 2015, the Securities and Exchange Commission issued an Order Instituting Administrative Proceedings (OIP) against Respondent, pursuant to Section 12(j) of the Securities Exchange Act of 1934. A hearing is currently scheduled for April 27, 2015.

The Division of Enforcement moves to convert the hearing date to a prehearing conference. The motion is GRANTED in part. The hearing scheduled for April 27, 2015, is POSTPONED, and a telephonic prehearing conference will be held on June 1, 2015, at 2:00 p.m. EDT, if the proceeding has not been resolved by then.

The Division filed a declaration establishing that Respondent was served with the OIP on April 3, 2015. *See* 17 C.F.R. § 201.141(a)(2)(ii). Respondent's Answer is due by April 27, 2015. *See* OIP at 2; 17 C.F.R. §§ 201.160(a)-(b), .220(b). If Respondent fails to file an Answer within the time provided, it will be deemed in default and the registration of its securities will be revoked. *See* OIP at 3; 17 C.F.R. § 201.155(a).

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Jason S. Patil  
Administrative Law Judge