

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 2563/April 21, 2015

ADMINISTRATIVE PROCEEDING
File No. 3-16445

In the Matter of

THE APPLETREE COMPANIES, INC.,
ROOMSTORE, INC., AND
SAVEENE GROUP CORP.

ORDER SCHEDULING
PREHEARING
CONFERENCE AND
TO SHOW CAUSE

On March 17, 2015, the Securities and Exchange Commission issued an Order Instituting Administrative Proceedings (OIP) against Respondents pursuant to Section 12(j) of the Securities Exchange Act of 1934.

On April 20, 2015, the Division of Enforcement filed a Supplemental Declaration of Service asserting that Respondent The AppleTree Companies, Inc., was served with the OIP on April 2, 2015, by mailing the OIP by Priority Mail Express to AppleTree's most recent address shown on its most recent filing with the Commission. *See* 17 C.F.R. § 201.141(a)(2)(ii). I find that AppleTree was served on April 2, 2015, in accordance with Commission Rule of Practice 141(a)(2)(ii), and its Answer was due by April 15, 2015. *See* 17 C.F.R. §§ 201.141(a)(2)(ii), .160(b), .220(b); OIP at 3.

All Respondents have now been served, and the due dates for their Answers have passed. Accordingly, it is ORDERED that by May 1, 2015, Respondents shall SHOW CAUSE why the registrations of their securities should not be revoked by default due to their failures to file Answers or otherwise defend this proceeding. *See* 17 C.F.R. §§ 201.155(a), .220(f). If Respondents fail to respond to this Order, they will be deemed in default, the proceeding will be determined against them, and the registrations of their securities will be revoked. OIP at 3; 17 C.F.R. §§ 201.155(a), .220(f).

It is FURTHER ORDERED that a telephonic prehearing conference be scheduled for May 1, 2015, at 10:00 a.m. EDT.

James E. Grimes
Administrative Law Judge