

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 3243/October 20, 2015

ADMINISTRATIVE PROCEEDING
File No. 3-16840

In the Matter of

THE MONEY TREE LENDING GROUP, INC.,
PEP MANAGEMENT CORP.,
POP STARZ VENTURES 2, INC., AND
PRIMO WORLD MARKETS LTD.

ORDER FOLLOWING PREHEARING
CONFERENCE AND TO SHOW CAUSE

On September 28, 2015, the Securities and Exchange Commission issued an Order Instituting Proceedings (OIP) pursuant to Section 12(j) of the Securities Exchange Act of 1934, alleging that Respondents have securities registered with the Commission and are delinquent in their periodic filings. Respondents were served with the OIP, and their Answers were due by October 14, 2015. *The Money Tree Lending Grp., Inc.*, Admin. Proc. Rulings Release No. 3204, 2015 SEC LEXIS 4114 (Oct. 7, 2015). My October 7, 2015, Order, gave notice that a telephonic prehearing conference would be held on October 19, 2015, and that a Respondent that failed to timely file an Answer, appear at the prehearing conference, or otherwise defend the proceeding would be deemed in default, the proceeding determined against it, and the registrations of its securities would be revoked. *Id.*

Respondents did not appear at the prehearing conference on October 19, 2015, and have not filed Answers. Counsel for the Division of Enforcement appeared and represented that he had not heard from any Respondent. In view of the Commission's decision in *RKO Resources, Inc.*, Exchange Act Release No. 75765, 2015 SEC LEXIS 3540 (Aug. 26, 2015), I ORDER Respondents to SHOW CAUSE by October 30, 2015, why the registrations of their securities should not be revoked by default. Any Respondent that fails to respond to this Order will be deemed in default, the proceeding will be determined against it, and the registration of its securities will be revoked. OIP at 3; 17 C.F.R. §§ 201.155(a), .220(f), .221(f).

Brenda P. Murray
Chief Administrative Law Judge