

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

ADMINISTRATIVE PROCEEDINGS RULINGS

Release No. 4221/October 4, 2016

ADMINISTRATIVE PROCEEDING

File No. 3-17542

In the Matter of	:	
	:	ORDER TO SHOW CAUSE
ALL ENERGY CORP. and	:	AND
AS SEEN ON TV, INC.	:	POSTPONEMENT ORDER

The Securities and Exchange Commission instituted this proceeding with an Order Instituting Proceedings (OIP), pursuant to Section 12(j) of the Securities Exchange Act of 1934 (Exchange Act), on September 16, 2016, and the hearing was scheduled to commence on October 11, 2016. Only Respondent All Energy Corp. remains in the proceeding.¹ The OIP alleges that Respondent is a corporation with a class of securities registered with the Commission pursuant to Section 12(g) of the Exchange Act and has repeatedly failed to file required periodic reports. The Division of Enforcement is seeking to revoke the registration of Respondent's securities.

The OIP provides that Respondent's Answer is due within ten days of service of the OIP on it. *See* OIP at 3; 17 C.F.R. § 201.220(b). Respondent was served with the OIP on September 19, 2016, by USPS Express Mail delivery at "the most recent address shown on [its] most recent filing with the Commission." 17 C.F.R. § 201.141(a)(2)(ii). To date, Respondent has failed to file an Answer within the time provided.

Accordingly, Respondent is ORDERED TO SHOW CAUSE, by October 14, 2016, why it should not be deemed to be in default and the registration of its securities revoked. *See* OIP at 3; 17 C.F.R. §§ 201.155(a), .220(f).

IT IS FURTHER ORDERED that the hearing is POSTPONED *sine die*, and a prehearing conference shall be held by telephone on November 18, 2016, at 10:30 a.m. EST, if the proceeding has not been resolved by then.

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

¹ The proceeding has ended as to As Seen On TV, Inc. *All Energy Corp.*, Exchange Act Release No. 78956, 2016 SEC LEXIS 3657 (Sept. 28, 2016).