

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

ADMINISTRATIVE PROCEEDINGS RULINGS  
Release No. 4861/June 9, 2017

ADMINISTRATIVE PROCEEDING  
File No. 3-18007

In the Matter of

NEW WESTERN ENERGY CORP.,  
PREFERRED RESTAURANT BRANDS, INC., and  
PRIMCO MANAGEMENT, INC.

ORDER POSTPONING HEARING  
AND SCHEDULING PREHEARING  
CONFERENCE

The Securities and Exchange Commission issued an order instituting proceedings (OIP) pursuant to Section 12(j) of the Securities Exchange Act of 1934 on June 1, 2017, alleging that Respondents have securities registered with the Commission and are delinquent in their periodic filings. A hearing is scheduled for June 23, 2017.

On June 7, 2017, the Division of Enforcement submitted a declaration establishing that Respondents were served with the OIP by June 5, 2017, in accordance with Commission Rule of Practice 141(a)(2)(ii).<sup>1</sup> *See* 17 C.F.R. § 201.141(a)(2)(ii). Respondents' answers are due by June 19, 2017. *See* OIP at 3; 17 C.F.R. §§ 201.160(a)-(b), .220(b).

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<sup>1</sup> In its most recent filing with the Commission, Respondent Preferred Restaurant Brands, Inc., stated that its business address was 4033 South Dean Martin Drive, Las Vegas, NV 89013. Preferred Restaurant Brands, Inc., Notification of Late Filing (Form 12b-25) (Dec. 2, 2015), <https://www.sec.gov/Archives/edgar/data/1497074/000109690615001261/prbi12b-25.htm>. But the Division used the ZIP code 89103 when it mailed the OIP. I have confirmed with the U.S. Postal Service's Look Up a ZIP Code online tool, *see* [https://tools.usps.com/go/ZipLookupAction\\_input](https://tools.usps.com/go/ZipLookupAction_input), that 89103 is the only ZIP code associated with Preferred Restaurant's street address. That ZIP code is also found on Preferred Restaurant's penultimate Commission filing. *See* Preferred Restaurant Brands, Inc., Current Report (Form 8-K/A) (Oct. 1, 2015), <https://www.sec.gov/Archives/edgar/data/1497074/000109690615001044/preferred.htm>. Because the use of 89013 in Preferred Restaurant's most recent filing appears to have been a typographical error resulting in an invalid mailing address, I take official notice of the correct ZIP Code for Preferred Restaurant's street address pursuant to Rule of Practice 323, 17 C.F.R. § 201.323, and find that Preferred Restaurant's most recent business address ZIP code was 89103.

I POSTPONE the hearing currently scheduled for June 23, 2017. I ORDER a telephonic prehearing conference for June 20, 2017, at 2:00 p.m. Eastern. Respondents are on notice that if they do not answer the OIP, appear at the prehearing conference, or otherwise defend the proceeding, I will deem them in default, determine the proceeding against them, and revoke the registrations of their securities. OIP at 3; 17 C.F.R. §§ 201.155(a), .220(f), .221(f).

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Brenda P. Murray  
Chief Administrative Law Judge