

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

ADMINISTRATIVE PROCEEDINGS RULINGS

Release No. 5775/June 6, 2018

ADMINISTRATIVE PROCEEDING

File No. 3-18506

In the Matter of	:	
	:	
MASS HYSTERIA ENTERTAINMENT COMPANY, INC.,	:	POSTPONEMENT ORDER
STARK NAKED BOBBERS, and	:	
TOA HOLDINGS, INC.	:	

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 on May 24, 2018, and the hearing was scheduled to commence on June 28, 2018. The OIP alleges that each 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 Respondents' securities.

The OIP provides that each 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). Mass Hysteria Entertainment Company, Inc., and Stark Naked Bobbers were served with the OIP on May 30 and May 26, 2018, respectively, by USPS Express Mail attempted delivery at "the most recent address shown on [its] most recent filing with the Commission."¹ 17 C.F.R. § 201.141(a)(2)(ii).

A Respondent that fails to file an Answer within the time provided will be deemed to be in default, and the undersigned will enter an order revoking the registration of its securities. *See* OIP at 3; 17 C.F.R. §§ 201.155(a)(2), .220(f). To allow time for Answers, the hearing will be postponed *sine die*, and a prehearing conference will be held by telephone on August 17, 2018, at 10:30 a.m. EDT, if the proceeding has not been resolved by then.

IT IS SO ORDERED.

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

¹ The OIP describes TOA Holdings, Inc., as a forfeited Delaware corporation. The OIP was delivered by mail to the Delaware Secretary of State. It is not clear whether this was good service on the issuer. The website for the Secretary of State indicates that service must be made by sheriff, constable, or special process server, unless the documents are "from a Federal Court," in which case mail is acceptable. *See* <https://corp.delaware.gov/sop.shtml>.