

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

Administrative Proceedings Rulings
Release No. 6153/ October 10, 2018

Administrative Proceeding
File No. 3-18206

In the Matter of

**IN Media Corporation,
New Media Insight Group, Inc.,
Pacific Sands, Inc., and
Saleen Automotive, Inc.**

**Order Finding Service,
Directing Respondents
to Show Cause, and
Scheduling Prehearing
Conference**

On September 25, 2017, the Securities and Exchange Commission issued an order instituting proceedings (OIP) against Respondents under Section 12(j) of the Securities Exchange Act of 1934. After a prior initial decision was vacated by the Commission, the proceeding was reassigned to me on September 12, 2018. *Pending Admin. Proc.*, Admin. Proc. Rulings Release No. 5955, 2018 SEC LEXIS 2264, at *2–3 (ALJ).¹ The parties were provided the opportunity to propose how further proceedings should be conducted. *IN Media Corp.*, Admin. Proc. Rulings Release No. 5968, 2018 SEC LEXIS 2289, at *1 (ALJ Sept. 13, 2018). But neither of the remaining Respondents filed a proposal. *See id.* at *2. The Division of Enforcement represents that it was unable to contact New Media Insight Group, Inc., and that Pacific Sands, Inc., does not intend to participate in further proceedings.²

¹ IN Media Corporation and Saleen Automotive, Inc., settled with the Commission and are no longer part of this proceeding. *IN Media Corp.*, Exchange Act Release No. 82023, 2017 SEC LEXIS 3536 (Nov. 6, 2017); *IN Media Corp.*, Exchange Act Release No. 81869, 2017 SEC LEXIS 3283 (Oct. 12, 2017).

² Different Division counsel submitted separate declarations within minutes of each other; one was able to reach Pacific Sands and the other was not.

On September 29, 2017, the Division submitted a declaration of service that establishes that it served Respondents with the OIP by September 28, 2017, by mailing the OIP by U.S. Postal Service Priority Mail Express to each Respondent's most recent address shown on its most recent filing with the Commission in accordance with Rule of Practice 141(a)(2)(ii). 17 C.F.R. § 201.141(a)(2)(ii). As such, their answers were due by October 10, 2017. OIP at 3; 17 C.F.R. §§ 201.160(a)–(b), .220(b). To date, neither New Media nor Pacific Sands has answered.³

I ORDER that, by October 22, 2018, New Media and Pacific Sands shall SHOW CAUSE why the registration of their securities should not be revoked by default due to their failure to file answers or otherwise defend this proceeding. If New Media and Pacific Sands fail to respond to this order or otherwise defend the proceeding, they will be deemed in default and the registrations of their securities will be revoked. OIP at 3; 17 C.F.R. §§ 201.155(a)(2), .220(f).

I FURTHER ORDER that a telephonic prehearing conference will be held on November 19, 2018, at 2:00 p.m. EST, if this matter has not been concluded before then.

James E. Grimes
Administrative Law Judge

³ The vacated, prior initial decision in this case was entered by default after respondents failed to file answers to the OIP. *IN Media Corp.*, Initial Decision Release No. 1206, 2017 SEC LEXIS 3428 (ALJ Oct. 27, 2017).