

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
September 12, 2008

ADMINISTRATIVE PROCEEDING
File No. 3-13185

In the Matter of

American Environmental Corp.
(n/k/a TrackBets International, Inc.),
BAM! Entertainment, Inc., and
Rudy Nutrition,

Respondents.

ORDER INSTITUTING
PROCEEDINGS AND NOTICE OF
HEARING PURSUANT TO SECTION
12(j) OF THE SECURITIES
EXCHANGE ACT OF 1934

I.

The Securities and Exchange Commission (“Commission”) deems it necessary and appropriate for the protection of investors that public administrative proceedings be, and hereby are, instituted pursuant to Section 12(j) of the Securities Exchange Act of 1934 (“Exchange Act”) against Respondents American Environmental Corp. (n/k/a TrackBets International, Inc.), BAM! Entertainment, Inc., and Rudy Nutrition.

II.

After an investigation, the Division of Enforcement alleges that:

A. RESPONDENTS

1. American Environmental Corp. (n/k/a TrackBets International, Inc.) (“TRKB”)¹ (CIK No. 1016614) is a Nevada corporation located in Boulder City, Nevada with a class of securities registered with the Commission pursuant to Exchange Act Section 12(g). TRKB is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-SB12G with the Commission on June 24, 1999, which reported a net loss of \$6,432 for the nine months ended March 31, 1999. In September 2000, TRKB changed its name with the State of Nevada and the Pink Sheets to Carnegie, Cooke & Co., Inc., but failed to report that change to the Commission as required by Commission rules. In January 2008, TRKB changed its name to TrackBets International, Inc. in the Pink Sheets, but failed to report that change to the Commission as required by Commission rules. As of September 9, 2008, the common stock of TRKB was quoted on the Pink Sheets, had nine market makers, was

¹The short form of each issuer’s name is also its stock symbol.

eligible for the piggyback exception of Exchange Act Rule 15c2-11(f)(3), and had an average daily trading volume of 7,259,963 shares for the six months ended September 9, 2008.

2. BAM! Entertainment, Inc. (“BFUN”) (CIK No. 1132809) is a forfeited Delaware corporation located in San Jose, California with a class of securities registered with the Commission pursuant to Exchange Act Section 12(g). BFUN is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-Q for the period ended March 31, 2004, which reported a net loss of \$11,216,000 for the prior nine months. The audit report accompanying BFUN’s Form 10-K for the period ended September 30, 2003 contained a going concern opinion based on the company’s recurring net losses, accumulated deficit, and cash position. As of September 9, 2008, the common stock of BFUN was quoted on the Pink Sheets, had thirteen market makers, was eligible for the piggyback exception of Exchange Act Rule 15c2-11(f)(3), and had an average daily trading volume of 9,901 shares for the six months ended September 9, 2008.

3. Rudy Nutrition (“RUNU”) (CIK No. 764794) is a Nevada corporation located in Las Vegas, Nevada with a class of securities registered with the Commission pursuant to Exchange Act Section 12(g). RUNU is delinquent in its periodic filings with the Commission, having not filed any periodic reports between its filing of a Form 10-Q for the period ended September 30, 2005 and the filing of a Form 10-Q for the period ended March 31, 2008, which reported a net loss of \$296,053 for the prior nine months. On February 23, 2006, RUNU (then known as Accupoll Holding Corp.) filed a Form 8-K disclosing that its independent auditors had withdrawn their audit reports for the financial statements filed with RUNU’s Forms 10-K filed for the fiscal years ended June 30, 2003, 2004, and 2005, their review reports for RUNU’s interim financial statements contained in all six of RUNU’s Forms 10-Q filed during fiscal years 2004 and 2005, and also their review relating to the financial statements filed with RUNU’s Form 10-Q filed for the period ended September 30, 2005. RUNU has failed to bring those Forms 10-K and 10-Q back into compliance with the Exchange Act and regulations thereunder by filing new audited or reviewed financial statements, as appropriate. As of September 9, 2008, the common stock of RUNU was quoted on the Pink Sheets, had twenty-seven market makers, was eligible for the piggyback exception of Exchange Act Rule 15c2-11(f)(3), and had an average daily trading volume of 21,017,406 shares for the six months ended September 9, 2008.

B. DELINQUENT PERIODIC FILINGS

4. All of the Respondents are delinquent in their periodic filings with the Commission (*see* Chart of Delinquent Filings, attached hereto as Appendix 1), have repeatedly failed to meet their obligations to file timely periodic reports, and failed to heed delinquency letters sent to them by the Division of Corporation Finance requesting compliance with their periodic filing obligations or, through their failure to maintain a valid address on file with the Commission as required by Commission rules, did not receive such letters.

5. Exchange Act Section 13(a) and the rules promulgated thereunder require issuers of securities registered pursuant to Exchange Act Section 12 to file with the Commission current and accurate information in periodic reports, even if the registration is voluntary under Section 12(g). Specifically, Rule 13a-1 requires issuers to file annual reports and Rule 13a-13 requires issuers to file quarterly reports.

6. As a result of the foregoing, Respondents failed to comply with Exchange Act Section 13(a) and Rules 13a-1 and 13a-13 thereunder.

III.

In view of the allegations made by the Division of Enforcement, the Commission deems it necessary and appropriate for the protection of investors that public administrative proceedings be instituted to determine:

A. Whether the allegations contained in Section II are true and, in connection therewith, to afford the Respondents an opportunity to establish any defenses to such allegations; and,

B. Whether it is necessary and appropriate for the protection of investors to suspend for a period not exceeding twelve months, or revoke, the registration of each class of securities of the Respondents identified in Section II registered pursuant to Section 12 of the Exchange Act.

IV.

IT IS HEREBY ORDERED that a public hearing for the purpose of taking evidence on the questions set forth in Section III hereof shall be convened at a time and place to be fixed, and before an Administrative Law Judge to be designated by further order as provided by Rule 110 of the Commission's Rules of Practice [17 C.F.R. § 201.110].

IT IS HEREBY FURTHER ORDERED that Respondents shall file an Answer to the allegations contained in this Order within ten (10) days after service of this Order, as provided by Rule 220(b) of the Commission's Rules of Practice [17 C.F.R. § 201.220(b)].

If Respondents fail to file the directed Answers, or fail to appear at a hearing after being duly notified, the Respondents may be deemed in default and the proceedings may be determined against them upon consideration of this Order, the allegations of which may be deemed to be true as provided by Rules 155(a), 220(f), 221(f), and 310 of the Commission's Rules of Practice [17 C.F.R. §§ 201.155(a), 201.220(f), 201.221(f), and 201.310].

This Order shall be served forthwith upon Respondents personally or by certified, registered, or Express Mail, or by other means permitted by the Commission Rules of Practice.

IT IS FURTHER ORDERED that the Administrative Law Judge shall issue an initial decision no later than 120 days from the date of service of this Order, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice [17 C.F.R. § 201.360(a)(2)].

In the absence of an appropriate waiver, no officer or employee of the Commission engaged in the performance of investigative or prosecuting functions in this or any factually related proceeding will be permitted to participate or advise in the decision of this matter, except as witness or counsel in proceedings held pursuant to notice. Since this proceeding is not "rule making" within the meaning of Section 551 of the Administrative Procedure Act, it is not deemed subject to the provisions of Section 553 delaying the effective date of any final Commission action.

By the Commission.

Florence E. Harmon
Acting Secretary

Attachment

Appendix 1

Chart of Delinquent Filings

In the Matter of American Environmental Corp. (n/k/a TrackBets International, Inc.), et al.

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
American Environmental Corp. (n/k/a TrackBets International, Inc.)					
	<i>10-KSB</i>	06/30/99	09/28/99	Not filed	108
	<i>10-QSB</i>	09/30/99	11/15/99	Not filed	106
	<i>10-QSB</i>	12/31/99	02/14/00	Not filed	103
	<i>10-QSB</i>	03/31/00	05/15/00	Not filed	100
	<i>10-KSB</i>	06/30/00	09/28/00	Not filed	96
	<i>10-QSB</i>	09/30/00	11/14/00	Not filed	94
	<i>10-QSB</i>	12/31/00	02/14/01	Not filed	91
	<i>10-QSB</i>	03/31/01	05/15/01	Not filed	88
	<i>10-KSB</i>	06/30/01	09/28/01	Not filed	84
	<i>10-QSB</i>	09/30/01	11/14/01	Not filed	82
	<i>10-QSB</i>	12/31/01	02/14/02	Not filed	79
	<i>10-QSB</i>	03/31/02	05/15/02	Not filed	76
	<i>10-KSB</i>	06/30/02	09/30/02	Not filed	72
	<i>10-QSB</i>	09/30/02	11/14/02	Not filed	70
	<i>10-QSB</i>	12/31/02	02/14/03	Not filed	67
	<i>10-QSB</i>	03/31/03	05/15/03	Not filed	64
	<i>10-KSB</i>	06/30/03	09/29/03	Not filed	60
	<i>10-QSB</i>	09/30/03	11/14/03	Not filed	58
	<i>10-QSB</i>	12/31/03	02/17/04	Not filed	55
	<i>10-QSB</i>	03/31/04	05/17/04	Not filed	52
	<i>10-KSB</i>	06/30/04	09/28/04	Not filed	48
	<i>10-QSB</i>	09/30/04	11/15/04	Not filed	46
	<i>10-QSB</i>	12/31/04	02/14/05	Not filed	43
	<i>10-QSB</i>	03/31/05	05/16/05	Not filed	40
	<i>10-KSB</i>	06/30/05	09/28/05	Not filed	36
	<i>10-QSB</i>	09/30/05	11/14/05	Not filed	34
	<i>10-QSB</i>	12/31/05	02/14/06	Not filed	31
	<i>10-QSB</i>	03/31/06	05/15/06	Not filed	28
	<i>10-KSB</i>	06/30/06	09/28/06	Not filed	24
	<i>10-QSB</i>	09/30/06	11/14/06	Not filed	22
	<i>10-QSB</i>	12/31/06	02/14/07	Not filed	19
	<i>10-QSB</i>	03/31/07	05/15/07	Not filed	16
	<i>10-KSB</i>	06/30/07	09/28/07	Not filed	12
	<i>10-QSB</i>	09/30/07	11/14/07	Not filed	10
	<i>10-QSB</i>	12/31/07	2/14/08	Not filed	7
	<i>10-QSB</i>	03/31/08	05/15/08	Not filed	4
Total Filings Delinquent					36

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
BAM! Entertainment, Inc.					
	<i>10-K</i>	06/30/04	09/28/04	Not filed	48
	<i>10-Q</i>	09/30/04	11/15/04	Not filed	46
	<i>10-Q</i>	12/31/04	02/14/05	Not filed	43
	<i>10-Q</i>	03/31/05	05/16/05	Not filed	40
	<i>10-K</i>	06/30/05	09/28/05	Not filed	36
	<i>10-Q</i>	09/30/05	11/14/05	Not filed	34
	<i>10-Q</i>	12/31/05	02/14/06	Not filed	31
	<i>10-Q</i>	03/31/06	05/15/06	Not filed	28
	<i>10-K</i>	06/30/06	09/28/06	Not filed	24
	<i>10-Q</i>	09/30/06	11/14/06	Not filed	22
	<i>10-Q</i>	12/31/06	02/14/07	Not filed	19
	<i>10-Q</i>	03/31/07	05/15/07	Not filed	16
	<i>10-K</i>	06/30/07	09/28/07	Not filed	12
	<i>10-Q</i>	09/30/07	11/14/07	Not filed	10
	<i>10-Q</i>	12/31/07	2/14/08	Not filed	7
	<i>10-Q</i>	03/31/08	05/15/08	Not filed	4
Total Filings Delinquent	16				

Rudy Nutrition

<i>10-KSB</i>	06/30/03	9/29/03	Auditor's report withdrawn and not replaced	60
<i>10-QSB</i>	09/30/03	11/14/03	Auditor's review withdrawn and not replaced	58
<i>10-QSB</i>	12/31/03	2/17/04	Auditor's review withdrawn and not replaced	55
<i>10-QSB</i>	03/31/04	5/17/04	Auditor's review withdrawn and not replaced	52
<i>10-KSB</i>	06/30/04	9/28/04	Auditors' report withdrawn and not replaced	48
<i>10-QSB</i>	09/30/04	11/15/04	Auditor's review withdrawn and not replaced	46
<i>10-QSB</i>	12/31/04	2/14/05	Auditor's review withdrawn and not replaced	43
<i>10-QSB</i>	03/31/05	5/16/05	Auditor's review withdrawn and not replaced	40
<i>10-KSB</i>	06/30/05	9/28/05	Auditors' report withdrawn and not replaced	36
<i>10-QSB</i>	09/30/05	11/14/05	Not filed	34
<i>10-QSB</i>	12/31/05	02/14/06	Not filed	31
<i>10-QSB</i>	03/31/06	05/15/06	Not filed	28

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
Rudy Nutrition <i>(continued)</i>	<i>10-KSB</i>	06/30/06	09/28/06	Not filed	24
	<i>10-QSB</i>	09/30/06	11/14/06	Not filed	22
	<i>10-QSB</i>	12/31/06	02/14/07	Not filed	19
	<i>10-QSB</i>	03/31/07	05/15/07	Not filed	16
	<i>10-KSB</i>	06/30/07	09/28/07	Not filed	12
	<i>10-QSB</i>	09/30/07	11/14/07	Not filed	10
	<i>10-QSB</i>	12/31/07	2/14/08	Not filed	7
Total Filings Delinquent and/or Deficient	19				