

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 71847 / April 2, 2014

ADMINISTRATIVE PROCEEDING
File No. 3-15819

In the Matter of

**ALAN SHEINWALD AND
ALLIANCE ADVISORS LLC,**

Respondents.

**ORDER INSTITUTING
ADMINISTRATIVE
PROCEEDINGS PURSUANT TO
SECTION 15(b) OF THE
SECURITIES EXCHANGE ACT OF
1934, MAKING FINDINGS, AND
IMPOSING REMEDIAL
SANCTIONS**

I.

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”) against Alan Sheinwald (“Sheinwald”) and Alliance Advisors LLC (“Alliance” or together with Sheinwald, “Respondents”).

II.

In anticipation of the institution of these proceedings, Respondents have submitted an Offer of Settlement (the “Offer”), which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over Respondents and the subject matter of these proceedings and the findings contained in Section III.3. below, which are admitted, Respondents consent to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934, Making Findings, and Imposing Remedial Sanctions (“Order”), as set forth below.

III.

On the basis of this Order and Respondents' Offer, the Commission finds that:

1. Sheinwald is the founder and former president of Alliance. Sheinwald does not have any securities licenses and has never been registered with the Commission in any capacity; however, for at least a portion of the time in which Sheinwald engaged in the conduct underlying the complaint described further below, Sheinwald acted as an unregistered broker. Further, Sheinwald participated in one offering of China Yingxia International, Inc. ("China Yingxia") stock, which was a penny stock. Sheinwald, 48 years old, is a resident of the state of New York.

2. Alliance is an investor relations firm that works with small public companies. Alliance has never been registered with the Commission in any capacity; however, for at least a portion of the time in which Alliance engaged in the conduct underlying the complaint described further below, Alliance acted as an unregistered broker. Further, Alliance participated in one offering of China Yingxia stock, which was a penny stock.

3. On March 17, 2014, a final judgment was entered by consent against Sheinwald and Alliance in the civil action entitled Securities and Exchange Commission v. Alan Sheinwald and Alliance Advisors LLC, Civil Action Number 12-Civ-5811, in the United States District Court for the Southern District of New York, permanently enjoining Sheinwald and Alliance from violating Section 15(a) of the Exchange Act. Under the final judgment, Sheinwald and Alliance are jointly and severally liable to pay disgorgement in the amount of \$177,166, plus prejudgment interest thereon in the amount of \$18,022, and Sheinwald and Alliance are each liable to pay civil penalties in the amount of \$25,000.

4. The Commission's complaint alleged that Sheinwald and Alliance acted as unregistered brokers in connection with securities offerings for at least two publicly traded companies. The complaint further alleged, among other things, that Sheinwald and Alliance received transaction-based compensation in exchange for actively soliciting investors to participate in securities offerings.

IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondents Sheinwald and Alliance Advisors' Offer.

Accordingly, it is hereby ORDERED pursuant to Section 15(b) of the Exchange Act that Respondents Sheinwald and Alliance Advisors be, and hereby are:

barred from association with any broker, dealer, investment adviser, municipal securities dealer, or transfer agent; barred from participating in any offering of a

penny stock, including: acting as a promoter, finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock, with the right to apply for reentry after two years to the appropriate self-regulatory organization, or if there is none, to the Commission.

Any reapplication for association by the Respondents will be subject to the applicable laws and regulations governing the reentry process, and reentry may be conditioned upon a number of factors, including, but not limited to, the satisfaction of any or all of the following: (a) any disgorgement ordered against the Respondents, whether or not the Commission has fully or partially waived payment of such disgorgement; (b) any arbitration award related to the conduct that served as the basis for the Commission order; (c) any self-regulatory organization arbitration award to a customer, whether or not related to the conduct that served as the basis for the Commission order; and (d) any restitution order by a self-regulatory organization, whether or not related to the conduct that served as the basis for the Commission order.

By the Commission.

Jill M. Peterson
Assistant Secretary