

UNITED STATES OF AMERICA  
before the  
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934  
Release No. 72369 / June 11, 2014

Admin. Proc. File No. 3-15814

In the Matter of

HENDRX CORP.,  
PLASTINUM POLYMER  
TECHNOLOGIES CORP.,  
VERTICAL BRANDING, INC.,  
WHY USA FINANCIAL GROUP, INC.,  
and XNE, INC.

NOTICE THAT INITIAL DECISION HAS BECOME FINAL

The time for filing a petition for review of the initial decision in this proceeding has expired. No such petition has been filed by Hendrx Corp., Plastinum Polymer Technologies Corp., Vertical Branding, Inc., WHY USA Financial Group, Inc., or XNE, Inc., and the Commission has not chosen to review the decision on its own initiative.

Accordingly, notice is hereby given, pursuant to Rule 360(d) of the Commission's Rules of Practice,<sup>1</sup> that the initial decision of the administrative law judge<sup>2</sup> has become the final decision of the Commission with respect to Hendrx Corp., Plastinum Polymer Technologies Corp., Vertical Branding, Inc., WHY USA Financial Group, Inc., and XNE, Inc. The order contained in that decision is hereby declared effective. The initial decision ordered that,

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<sup>1</sup> 17 C.F.R. § 201.360(d).

<sup>2</sup> *Hendrx Corp., Plastinum Polymer Technologies Corp., Vertical Branding, Inc., WHY USA Fin. Group, Inc., and XNE, Inc.*, Initial Decision Rel. No. 594 (Apr. 28, 2014), 108 SEC Docket 16, 2014 WL 1665996. The stock symbols and Central Index Key numbers are: HDRX and 1082696 for Hendrx Corp.; PLNU and 1368044 for Plastinum Polymer Technologies Corp.; VBDG and 1125532 for Vertical Branding, Inc.; WUFG and 1113450 for WHY USA Financial Group, Inc.; and XNEZ and 1069778 for XNE, Inc.

Pursuant to Section 12(j) of the Securities Exchange Act of 1934, the registrations of each class of registered securities of Hendrx Corp., Platinum Polymer Technologies Corp., Vertical Branding, Inc., WHY USA Financial Group, Inc., and XNE, Inc., are revoked.

For the Commission, by the Office of the General Counsel, pursuant to delegated authority.

Lynn M. Powalski  
Deputy Secretary