

**UNITED STATES OF AMERICA**  
**Before the**  
**SECURITIES AND EXCHANGE COMMISSION**

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 75597 / August 4, 2015**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-16717**

**In the Matter of**

**ALEX PUZAITZER,**

**Respondent.**

**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 Alex Puzaitzer (“Puzaitzer” or “Respondent”).

**II.**

In anticipation of the institution of these proceedings, Respondent has 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, Respondent admits the Commission’s jurisdiction over him and the subject matter of these proceedings, and the findings contained in Sections III.2. and III.3. below, and consents 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 Respondent's Offer, the Commission finds that:

1. Alex Puzaitzer, 54 years old, is a resident of Brooklyn, New York.
2. On October 17, 2014, Puzaitzer pled guilty to one count of conspiracy to commit securities fraud in violation of Title 18 United States Code, Section 371, one count of conspiracy to commit extortion in violation of Title 18 United States Code, Section 1951 and one count of unlawful firearms possession in violation of Title 18 United States Code, Section 922(g)(1) before the United States District Court for the Southern District of New York, in United States v. Alex Puzaitzer, 13 Cr. 410 (NRB).
3. The counts of the criminal information to which Puzaitzer pled guilty alleged, inter alia, that Puzaitzer and others engaged in a fraudulent scheme to manipulate the market price of Face Up Entertainment Group, Inc. stock, which is a penny stock.

### IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent Puzaitzer's Offer.

Accordingly, it is hereby ORDERED pursuant to Section 15(b)(6) of the Exchange Act, that Respondent Puzaitzer be, and hereby is 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.

By the Commission.

Brent J. Fields  
Secretary