

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

**SECURITIES EXCHANGE ACT OF 1934**  
Release No. 81451 / August 22, 2017

**ACCOUNTING AND AUDITING ENFORCEMENT**  
Release No. 3890 / August 22, 2017

**ADMINISTRATIVE PROCEEDING**  
File No. 3-18122

**In the Matter of**

**EDWARD DIMARIA**

**Respondent.**

**ORDER INSTITUTING PUBLIC  
ADMINISTRATIVE PROCEEDINGS  
PURSUANT TO RULE 102(e) OF THE  
COMMISSION'S RULES OF PRACTICE,  
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 against Edward DiMaria (“Respondent” or “DiMaria”) pursuant to Rule 102(e)(3)(i) of the Commission’s Rules of Practice.<sup>1</sup>

**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, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over him and the subject matter of these

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<sup>1</sup> Rule 102(e)(3)(i) provides, in relevant part, that:

The Commission, with due regard to the public interest and without preliminary hearing, may, by order, . . . suspend from appearing or practicing before it any . . . accountant . . . who has been by name . . . permanently enjoined by any court of competent jurisdiction, by reason of his or her misconduct in an action brought by the Commission, from violating or aiding and abetting the violation of any provision of the Federal securities laws or of the rules and regulations thereunder.

proceedings, and the findings contained in Section III.3 below, which are admitted, Respondent consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Rule 102(e) of the Commission's Rules of Practice, 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. DiMaria, age 51, has been a certified public accountant licensed to practice in the State of New York. He served as Senior Vice President and Chief Financial Officer of Bankrate, Inc. from 2006 until his resignation as Chief Financial Officer in September 2014, and served as Senior Vice President until his termination in October 2014.

2. Bankrate, Inc. ("Bankrate") is and was, at all relevant times, a Delaware corporation with its principal place of business in North Palm Beach, Florida. Bankrate is an online publisher, aggregator and distributor of personal finance content that enables users to compare rates for financial products. At all relevant times, Bankrate's common stock was registered with the Commission pursuant to Section 12(b) of the Securities Exchange Act of 1934 ("Exchange Act"), and was listed on the New York Stock Exchange.

3. On January 22, 2016, the Commission filed an amended complaint against DiMaria in *SEC v. Edward DiMaria, et al.* (Civil Action No. 1:15-cv-07035, S.D.N.Y.). On August 16, 2017, the court entered an order permanently enjoining DiMaria, by consent, from future violations of Sections 10(b) and 13(b)(5) of the Securities Exchange Act of 1934 ("Exchange Act") and Rules 10b-5, 13b2-1, 13b2-2 and 13a-14 thereunder and Section 17(a) of the Securities Act of 1933 ("Securities Act"), and from aiding and abetting violations of Sections 13(a) and 13(b)(2)(A) and (B) of the Exchange Act and Rules 12b-20, 13a-11, 13a-13 thereunder. DiMaria was also ordered to pay \$37,472 in disgorgement, \$6,214.56 in prejudgment interest, and an \$187,472 civil money penalty.

4. The Commission's amended complaint alleged, among other things, that DiMaria engaged in a scheme to artificially inflate revenues and understate expenses in order to meet Bankrate's financial targets, which had the effect of materially overstating Bankrate's financial results for the second quarter of 2012. The amended complaint also alleged that during the two week period following the issuance of Bankrate's second quarter 2012 earnings release, DiMaria sold Bankrate stock at a price that was artificially inflated.

### IV.

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

Accordingly, it is hereby ORDERED, effective immediately, that:

A. DiMaria is suspended from appearing or practicing before the Commission as an accountant.

B. After five (5) years from the date of this order, DiMaria may request that the Commission consider his reinstatement by submitting an application (attention: Office of the Chief Accountant) to resume appearing or practicing before the Commission as:

1. a preparer or reviewer, or a person responsible for the preparation or review, of any public company's financial statements that are filed with the Commission (other than as a member of an audit committee, as that term is defined in Section 3(a)(58) of the Securities Exchange Act of 1934). Such an application must satisfy the Commission that DiMaria's work in his practice before the Commission as an accountant will be reviewed either by the independent audit committee of the public company for which he works or in some other acceptable manner, as long as he practices before the Commission in this capacity; and/or

2. a preparer or reviewer, or a person responsible for the preparation or review, of any public company's financial statements that are filed with the Commission as a member of an audit committee, as that term is defined in Section 3(a)(58) of the Securities Act of 1934. Such an application will be considered on a facts and circumstances basis with respect to such membership, and the applicant's burden of demonstrating good cause for reinstatement will be particularly high given the role of the audit committee in financial and accounting matters; and/or

3. an independent accountant.

Such an application must satisfy the Commission that:

(a) DiMaria, or the public accounting firm with which he is associated, is registered with the Public Company Accounting Oversight Board ("Board") in accordance with the Sarbanes-Oxley Act of 2002, and such registration continues to be effective;

(b) DiMaria, or the registered public accounting firm with which he is associated, has been inspected by the Board and that inspection did not identify any criticisms of or potential defects in DiMaria's or the firm's quality control system that would indicate that the respondent will not receive appropriate supervision;

(c) DiMaria has resolved all disciplinary issues with the Board, and has complied with all terms and conditions of any sanctions imposed by the Board (other than reinstatement by the Commission); and

(d) DiMaria acknowledges his responsibility, as long as he appears or practices before the Commission as an independent accountant, to comply with all requirements of the Commission and the Board, including, but not limited to, all requirements relating to registration, inspections, concurring partner reviews and quality control standards.

C. The Commission will consider an application by DiMaria to resume appearing or practicing before the Commission provided that his state CPA license is current and he has resolved all other disciplinary issues with the applicable state boards of accountancy. However, if state licensure is dependent on reinstatement by the Commission, the Commission will consider an application on its other merits. The Commission's review may include consideration of, in addition to the matters referenced above, any other matters relating to DiMaria's character, integrity, professional conduct, or qualifications to appear or practice before the Commission as an accountant. Whether an application demonstrates good cause will be considered on a facts and circumstances basis with due regard for protecting the integrity of the Commission's processes.

By the Commission.

Brent J. Fields  
Secretary