

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Rel. No. 62660 / August 5, 2010

INVESTMENT ADVISERS ACT
Rel. No. 3067 / August 5, 2010

Admin. Proc. File No. 3-13532

In the Matter of

PRIME CAPITAL SERVICES, INC., et al.
MICHAEL P. RYAN,
a nd
ROSE M. RUDDEN

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 Michael P. Ryan or Rose M. Rudden, and the Commission has not chosen to review the decision as to them on its own initiative.

Accordingly, notice is hereby given, pursuant to Rule 360(d) of the Commission's Rules of Practice, 1/ that the initial decision of the administrative law judge 2/ has become the final decision of the Commission with respect to Michael P. Ryan and Rose M. Rudden. The order contained in that decision is hereby declared effective. The initial decision barred Michael P. Ryan and Rose M. Rudden from association in a supervisory capacity with any broker, dealer, or

1/ 17 C.F.R. § 201.360(d).

2/ Prime Capital Services, Inc., Gilman Ciocia, Inc., Michael P. Ryan, Rose M. Rudden, Christie A. Andersen, Eric J. Brown, Matthew J. Collins, Kevin J. Walsh, and Mark W. Wells, Initial Decision Rel. No. 398 (June 25, 2010), ___ SEC Docket ___.

investment adviser with the right to reapply after one year and ordered each to pay a civil money penalty of \$65,000.

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

Elizabeth M. Murphy
Secretary