

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 84800 / December 11, 2018

Admin. Proc. File No. 3-18734

In the Matter of

THE BUCK A DAY CO., INC.,
KRONOS VENTURES CORP.,
MAGENTA MEDIA (US), INC., AND
MALACOLGY, INC.

Respondents.

ORDER TO SHOW CAUSE

The Securities and Exchange Commission (“Commission”) issued an Order Instituting Proceedings (“OIP”) on September 7, 2018, pursuant to Section 12(j) of the Securities Exchange Act of 1934, against respondents The Buck A Day Co., Inc., Kronos Ventures Corp., Magenta Media (US), Inc., and Malacology, Inc. (collectively, “Respondents”).¹

On September 18, 2018, the Division of Enforcement filed the Declaration of Neil J. Welch, Jr., which stated that, pursuant to Rule 141(a)(2)(ii) of the Commission’s Rules of Practice,² service of the OIP was made on The Buck A Day Co., Inc. on September 14, 2018, service of the OIP was made on Kronos Ventures Corp. on September 11, 2018, service of the OIP was made on Magenta Media (US), Inc. on September 14, 2018, and service of the OIP was made on Malacology, Inc. on September 12, 2018.

As stated in the OIP, Respondents’ answers were required to be filed within ten days of service of the OIP.³ As of the date of this order, Respondents have not filed an answer. The prehearing conference and the hearing are thus continued indefinitely.

¹ *The Buck A Day Co., Inc.*, Exchange Act Release No. 84066, 2018 WL 4293450 (Sept. 7, 2018).

² 17 C.F.R. § 201.141(a)(2)(ii).

³ Rules of Practice 151(a), 160(b), 220(b), 17 C.F.R. §§ 201.151(a), .160(b), .220(b).

Accordingly, Respondents are ORDERED to SHOW CAUSE by December 26, 2018, why the registrations of their securities should not be revoked by default due to their failures to file an answer and to otherwise defend this proceeding. When a party defaults, the allegations in the OIP will be deemed to be true and the Commission may determine the proceeding against that party upon consideration of the record without holding a public hearing.

If Respondents fail to respond to this order to show cause, they may be deemed in default, the proceeding may be determined against them, and their securities may be revoked.⁴ Upon review of the filings in response to this order, the Commission will either direct further proceedings by subsequent order or issue a final order resolving the matter.

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

Brent J. Fields
Secretary

⁴ Rules of Practice 155, 180, 17 C.F.R. § 201.155, .180; *see The Buck A Day Co., Inc.*, 2018 WL 4293450, at *2 (“If Respondents fail to file the directed Answers, . . . [they] may be deemed in default and the proceedings may be determined against them . . .”).