

UNITED STATES OF AMERICA  
before the  
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934  
Release No. 87659 / December 4, 2019

Admin. Proc. File No. 3-19292

In the Matter of  
  
ELECTRONIC CIGARETTES INTERNATIONAL  
GROUP, LTD., SEANIEMAC INTERNATIONAL, LTD.,  
AND ZIWIRA, INC.,  
  
Respondents.

ORDER TO SHOW CAUSE

The Securities and Exchange Commission (“Commission”) issued an Order Instituting Proceedings (“OIP”) on July 30, 2019, pursuant to Section 12(j) of the Securities Exchange Act of 1934, against respondents Electronic Cigarettes International Group, Ltd., Seaniemac International, Ltd., and Ziwira, Inc. (collectively, “Respondents”).<sup>1</sup>

On August 8, 2019, the Division of Enforcement filed the Declaration of David S. Frye, which stated that, pursuant to Rule 141(a)(2)(ii) of the Commission’s Rules of Practice,<sup>2</sup> service of the OIP was made on Electronic Cigarettes International Group, Ltd. on August 2, 2019, service of the OIP was made on Seaniemac International, Ltd. on August 1, 2019, and service of the OIP was made on Ziwira, Inc. on August 1, 2019.

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

Accordingly, Respondents are ORDERED to SHOW CAUSE by December 18, 2019, 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

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<sup>1</sup> *Elec. Cigarettes Int’l Grp., Ltd.*, Exchange Act Release No. 86519, 2019 WL 3453292 (July 30, 2019).

<sup>2</sup> 17 C.F.R. § 201.141(a)(2)(ii).

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

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.<sup>4</sup> 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.

Vanessa A. Countryman  
Secretary

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<sup>4</sup> Rules of Practice 155, 180, 17 C.F.R. § 201.155, .180; *see Elec. Cigarettes Int'l Grp., Ltd.*, 2019 WL 3453292, at \*3 (“If Respondents fail to file the directed Answers, . . . [they] may be deemed in default and the proceedings may be determined against them . . .”).