

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 88127 / February 5, 2020

Admin. Proc. File No. 3-19339

In the Matter of

GREENWOOD HALL, INC., PMX COMMUNITIES, INC.,
AND SUREPURE, INC.,

Respondents.

ORDER TO SHOW CAUSE AS TO GREENWOOD HALL, INC.

The Securities and Exchange Commission (“Commission”) issued an Order Instituting Proceedings (“OIP”) on August 13, 2019, pursuant to Section 12(j) of the Securities Exchange Act of 1934, against respondent Greenwood Hall, Inc. (“Respondent”).¹

On August 16, 2019, the Division of Enforcement filed the declaration of David S. Frye, which stated that, consistent with Rule 141(a)(2)(ii) of the Commission’s Rules of Practice,² service of the OIP was made on Greenwood Hall, Inc., on August 15, 2019. On November 15, 2019, the Division filed a motion requesting that the Commission find Respondent in default for not filing an answer and that it revoke the registration of each class of its securities based on the record and the allegations in the OIP.

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

¹ *Greenwood Hall, Inc.*, Exchange Act Release No. 86648, 2019 WL 3828383 (Aug. 13, 2019). The OIP also instituted proceedings against SurePure, Inc., and PMX Communities, Inc. The Commission subsequently revoked the registrations of the securities of SurePure, Inc., and PMX Communities, Inc., pursuant to settlements. *Greenwood Hall, Inc.*, Exchange Act Release No. 86905, 2019 WL 4274120 (Sept. 9, 2019) (SurePure, Inc.); *Greenwood Hall, Inc.*, Exchange Act Release No. 87626, 2019 WL 6324602 (Nov. 25, 2019) (PMX Communities, Inc.).

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, Respondent is ORDERED to SHOW CAUSE by February 19, 2020, why the registration of its securities should not be revoked by default due to its failure 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 Respondent fails to respond to this order to show cause, it may be deemed in default, the proceeding may be determined against it, and its 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.

Vanessa A. Countryman
Secretary

⁴ Rules of Practice 155, 180, 17 C.F.R. § 201.155, .180; *see Greenwood Hall*, 2019 WL 3828383, at *2 (“If Respondents fail to file the directed Answers, . . . [they] may be deemed in default and the proceedings may be determined against them . . .”).