

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 89179 / June 29, 2020

Admin. Proc. File No. 3-19313

In the Matter of

ALIFE CORPORATION, BUDGET GROUP, INC. A/K/A
BRAC GROUP, INC., AND FEATHER VALLEY
FINANCIAL LTD.,

Respondents.

ORDER TO SHOW CAUSE AS TO ALIFE CORPORATION

The Securities and Exchange Commission (“Commission”) issued an Order Instituting Proceedings (“OIP”) on August 6, 2019, pursuant to Section 12(j) of the Securities Exchange Act of 1934, against respondent Alife Corporation.¹

On September 30, 2019, the Division of Enforcement filed a motion for an order entering a default against Alife Corporation and revoking the registration of its securities. The motion included a Declaration of Vinyard Cooke, 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 Alife Corporation by Priority Mail Express to Alife’s address in Singapore and Alife’s registered agent, Inc. Plan (USA), in Delaware. In response to the Commission’s request for supplemental information concerning service,³ on December 13, 2019, the Division filed the Supplemental Declaration of Vinyard Cooke, which established service of the OIP by describing the steps taken by the Division to determine (i) that mail service is an acceptable means of service in Singapore, and (ii) that Inc. Plan (USA) was the registered agent for Alife and to determine the address for Inc. Plan (USA).

¹ *Alife Corp.*, Exchange Act Release No. 86578, 2019 WL 3578320 (Aug. 6, 2019). The OIP also instituted proceedings against Budget Group, Inc. a/k/a BRAC Group, Inc. and Feather Valley Financial Ltd. On December 5, 2019, an order was entered directing those respondents to show cause as to why they should not be held in default for failing to answer the OIP. *Alife Corp.*, Exchange Act Release No. 87669, 2019 WL 6609467 (Dec. 5, 2019).

² 17 C.F.R. § 201.141(a)(2)(ii).

³ *Alife Corp.*, Exchange Act Release No. 87669, 2019 WL 6609467 (Dec. 5, 2019).

As stated in the OIP, the answer of Alife Corporation was required to be filed within ten days of service of the OIP.⁴ As of the date of this order, Alife Corporation has not filed an answer. The prehearing conference and the hearing are thus continued indefinitely.

Accordingly, Alife Corporation is ORDERED to SHOW CAUSE by July 13, 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 Alife Corporation 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.⁵ 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 151(a), 160(b), 220(b), 17 C.F.R. §§ 201.151(a), .160(b), .220(b).

⁵ Rules of Practice 155, 180, 17 C.F.R. § 201.155, .180; *see Alife Corp.*, 2019 WL 3578320, at *2 (“If Respondents fail to file the directed Answers, . . . [they] may be deemed in default and the proceedings may be determined against them . . .”).