

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

September 5, 2018

In the Matter of

**American First Financial, Inc.,
Assurance Group, Inc. (a/k/a Air Media
Now!, Inc.),
Avantair, Inc., and
eLayaway, Inc.**

File No. 500-1

**ORDER OF SUSPENSION OF
TRADING**

It appears to the Securities and Exchange Commission that there is a lack of current and accurate information concerning the securities of American First Financial, Inc. (CIK No. 1156884), a Florida corporation with its principal place of business listed as Vancouver, British Columbia, Canada with stock quoted on OTC Link (previously, “Pink Sheets”) operated by OTC Markets Group, Inc. (“OTC Link”) under the ticker symbol AFRS, because it has not filed any periodic reports since the period ended March 31, 2013. On December 16, 2015, a delinquency letter was sent by the Division of Corporation Finance to American First Financial, Inc. requesting compliance with its periodic filing obligations, but American First Financial, Inc. did not receive the delinquency letter due to its failure to maintain a valid address on file with the Commission as required by Commission rules (Rule 301 of Regulation S-T, 17 CFR 232.301 and Section 5.4 of EDGAR Filer Manual).

It appears to the Securities and Exchange Commission that there is a lack of current and accurate information concerning the securities of Assurance Group, Inc. (a/k/a Air Media Now!, Inc.) (CIK No. 1175501), a dissolved Florida corporation with its principal place of business listed as Jupiter, Florida with stock quoted on OTC Link (previously, “Pink Sheets”) operated by OTC Markets Group, Inc. (“OTC Link”) under the ticker symbol AMNW, because it has not filed any periodic reports since the period ended June 30, 2013. On October 31, 2017, a delinquency letter was sent by the Division of Corporation Finance to Assurance Group, Inc. (a/k/a Air Media Now!, Inc.) requesting compliance with its periodic filing obligations, but Assurance Group, Inc. (a/k/a Air Media Now!, Inc.) did not receive the delinquency letter due to its failure to maintain a valid address on file with the Commission as required by Commission rules (Rule 301 of Regulation S-T, 17 CFR 232.301 and Section 5.4 of EDGAR Filer Manual).

It appears to the Securities and Exchange Commission that there is a lack of current and accurate information concerning the securities of Avantair, Inc. (CIK No. 1303849), a void Delaware corporation with its principal place of business listed as Clearwater, Florida with stock quoted on OTC Link under the ticker symbol AAIR because it has not filed any periodic reports since the period ended March 31, 2013. On December 16, 2015, a delinquency letter was sent by the Division of Corporation Finance to Avantair, Inc. requesting compliance with its periodic filing obligations, but Avantair, Inc. did not receive the delinquency letter due to its failure to maintain a valid address on file with the Commission as required by Commission rules (Rule 301 of Regulation S-T, 17 CFR 232.301 and Section 5.4 of EDGAR Filer Manual).

It appears to the Securities and Exchange Commission that there is a lack of current and accurate information concerning the securities of eLayaway, Inc. (CIK No. 1422992), a void Delaware corporation with its principal place of business listed as Tallahassee, Florida with stock quoted on OTC Link under the ticker symbol ELAY, because it has not filed any periodic reports since the period ended June 30, 2014. On August 31, 2017, a delinquency letter was sent by the Division of Corporation Finance to eLayaway, Inc. requesting compliance with its periodic filing obligations, but eLayaway, Inc. did not receive the delinquency letter due to its failure to maintain a valid address on file with the Commission as required by Commission rules (Rule 301 of Regulation S-T, 17 CFR 232.301 and Section 5.4 of EDGAR Filer Manual).

The Commission is of the opinion that the public interest and the protection of investors require a suspension of trading in the securities of the above-listed companies.

Therefore, it is ordered, pursuant to Section 12(k) of the Securities Exchange Act of 1934, that trading in the securities of the above-listed companies is suspended for the period from 9:30 a.m. EDT on September 6, 2018, through 11:59 p.m. EDT on September 19, 2018.

By the Commission.

Brent J. Fields
Secretary