UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 58663 / September 26, 2008

ADMINISTRATIVE PROCEEDING
File No. 3-13241

In the Matter of

Mitchell Steinberg,
Respondent.

ORDER INSTITUTING
ADMINISTRATIVE PROCEEDINGS
PURSUANT TO SECTION 15(b) OF THE
SECURITIES EXCHANGE ACT OF 1934,
MAKING FINDINGS, AND IMPOSING
REMEDIAL SANCTIONS

I.

The Securities and Exchange Commission ("Commission") deems it appropriate and in the
public interest that public administrative proceedings be, and hereby are, instituted pursuant to
Section 15(b) of the Securities Exchange Act of 1934 ("Exchange Act") against Mitchell Steinberg
("Respondent" or "Steinberg").

II.

In anticipation of the institution of these proceedings, Respondent has submitted an Offer
of Settlement (the "Offer") which the Commission has determined to accept. Solely for the
purpose of these proceedings and any other proceedings brought by or on behalf of the
Commission, or to which the Commission is a party, and without admitting or denying the findings
herein, except as to the Commission’s jurisdiction over him and the subject matter of these
proceedings, and the findings contained in Section III.4 below, which are admitted, Respondent
consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 15(b)
of the Securities Exchange Act of 1934, Making Findings, and Imposing Remedial Sanctions
("Order"), as set forth below.
III.

On the basis of this Order and Respondent’s Offer, the Commission finds that:

1. Steinberg, age 48, a resident of Boca Raton, Florida, was the chairman and chief operating officer of Millennium National Events, Inc. (“Millennium”).

2. At all relevant times, Millennium was a Florida corporation purportedly headquartered in Delray Beach, Florida. Millennium’s common stock was publicly traded in the Pink Sheets published by the National Quotations Bureau, Inc.

3. Steinberg participated in an offering of Millennium’s stock, which is a penny stock.


5. The criminal information to which Steinberg pleaded guilty alleged, inter alia, that from at least in our about October 2004 through in or about April 2005, Steinberg defrauded investors by artificially manipulating the market for Millennium’s stock. The information alleged that in engaging in the foregoing conduct Steinberg created materially false and misleading press releases concerning Millennium and caused them to be published for the purpose of fraudulently increasing the price of Millennium’s stock to defraud the investing public, and that in connection with the foregoing, Steinberg used the means and instrumentalities of interstate commerce, the mails, and the facilities of national securities exchanges.

IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent Steinberg’s Offer.

Accordingly, it is hereby ORDERED:

Pursuant to Section 15(b)(6) of the Exchange Act, that Respondent Steinberg be, and hereby is barred from participating in any offering of a penny stock, including: acting as a promoter,
finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock.

By the Commission.

Florence E. Harmon
Acting Secretary