UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 75345 / July 1, 2015

ADMINISTRATIVE PROCEEDING
File No. 3-16142

In the Matter of **JOHN JORDAN,** **Respondent.**	**ORDER MAKING FINDINGS AND IMPOSING REMEDIAL SANCTIONS AND A CEASE-AND-DESIST ORDER PURSUANT TO SECTIONS 15(b) AND 21C OF THE SECURITIES EXCHANGE ACT OF 1934**

I.

On September 22, 2014, the Securities and Exchange Commission ("Commission") instituted public administrative and cease-and-desist proceedings pursuant to Sections 15(b) and 21C of the Securities Exchange Act of 1934 ("Exchange Act") against John Jordan ("Jordan" or "Respondent").

II.

In response to these proceedings, Respondent has submitted an Offer of Settlement (the "Offer") that 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, Respondent admits the Commission's jurisdiction over him and the subject matter of these proceedings, and consents to the entry of this Order Making Findings and Imposing Remedial Sanctions and a Cease-and-Desist Order Pursuant to Sections 15(b) and 21C of the Securities Exchange Act of 1934 ("Order") as set forth below.

III.

On the basis of this Order and Respondent's Offer, the Commission finds[1] that:

[1] The findings herein are made pursuant to Respondent's Offer of Settlement and are not binding on any other person or entity in this or any other proceeding.

Summary

These proceedings arise out of a fraudulent scheme in which insiders of publicly-traded penny stock companies paid secret kickbacks to a purported corrupt hedge Fund Manager, who was in fact an undercover agent with the Federal Bureau of Investigation ("Fund Manager"), in exchange for the Fund Manager's purchase of restricted stock of the penny stock companies on behalf of his purported hedge fund ("the Fund"), which did not actually exist.

Respondent

1. Jordan, age 62, is a resident of Shingle Springs, California. During the period August 22, 2011 through September 18, 2011, while Jordan was the Chief Executive Officer, President, Chief Financial Officer and a member of the Board of Directors of Vida-Life International, Ltd. ("Vida-Life"), he participated in an offering of Vida-Life stock, which is a penny stock. On May 3, 2013, Jordan was convicted after a jury trial of one count of conspiracy to commit securities fraud, four counts of wire fraud, and one count of mail fraud and was sentenced on August 16, 2013 to 30 months' imprisonment to be followed by 12 months' supervised release in *U.S. v. John Jordan, et al.*, 11-CR-10415-NMG (D. Mass.). He was also ordered to pay a fine of $4,000 and to forfeit $16,000.

Other Relevant Entities and Individuals

2. Vida-Life International, Ltd. is a Nevada corporation in the business of developing and selling animal nutritional products. Its common stock was registered with the Commission under Exchange Act Section 12(g), but on May 23, 2014, the Commission suspended trading in the securities of Vida-Life for ten days pursuant to Exchange Act Section 12(k), and revoked the registration of its common stock on July 29, 2014 pursuant to Exchange Act Section 12(j). Vida-Life's stock was publicly quoted on OTC Link under the symbol "VILF," but OTC Link has discontinued the display of quotes.

Background

3. On or around August 22, 2011, Jordan and another individual met with the Fund Manager (the "August 22 Meeting"). The Fund Manager explained to Jordan that he was prepared to invest Fund monies of up to $5 million in Vida-Life stock in exchange for a secret fifty percent kickback, enabling the Fund Manager to keep for himself half of the money he was supposedly investing on behalf of the Fund.

4. At the August 22 Meeting, the Fund Manager also explained the mechanics of the funding, informing Jordan that, while the Fund Manager could commit to an investment of up to $5 million of the Fund's money, with up to $2.5 million being kicked back to the Fund Manager, the Fund Manager did not want to invest the entire amount at once. Therefore, the Fund Manager told Jordan, he would invest the money over time in tranches, or installments, of increasing amounts.

5. At the August 22 Meeting, the Fund Manager further discussed with Jordan the mechanics of how monies would be kicked back to the Fund Manager. The Fund Manager arranged with Jordan that Vida-Life would execute a consulting agreement with a nominee consulting company that the Fund Manager purportedly controlled, but that the Fund Manager would not actually provide any consulting services. Jordan was told that invoices would be issued by the Fund Manager's nominee company to Vida-Life in order to disguise the kickbacks.

6. At the August 22 Meeting, Jordan agreed to the funding/kickback arrangement and executed a consulting agreement between Vida-Life and the Fund Manager's nominee consulting company. On various dates between August 23, 2011 and September 18, 2011, Jordan sent the Fund Manager documents related to the kickback transaction, including stock purchase agreements between Vida-Life and the Fund.

7. On or about August 29, 2011, in accordance with wiring instructions provided by Jordan, $32,000 was sent by wire transfer from a bank account maintained in Boston, Massachusetts purportedly belonging to the Fund to a Vida-Life corporate bank account outside of Massachusetts. This wire transfer represented the first tranche of funding to Vida-Life.

8. On or about September 2, 2011, Jordan caused a total of $16,000 to be sent by four separate wire transfers, three in the amount of $5,000 and one in the amount of $1,000, from two Vida-Life corporate bank accounts outside of Massachusetts to a Citizens Bank account held in the name of the Fund Manager's nominee company in Massachusetts. These wire transfers represented Jordan's kickback to the Fund Manager from the first tranche of funding to Vida-Life.

9. On or about September 7, 2011, Jordan caused a stock certificate representing the purchase by the Fund of Vida-Life shares to be sent to the Fund Manager.

10. As a result of the conduct described above, Jordan willfully violated Section 10(b) of the Exchange Act and Rule 10b-5(a) thereunder, which prohibit fraudulent conduct in connection with the purchase or sale of securities.

IV.

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

Accordingly, pursuant to Sections 15(b) and 21C of the Exchange Act, it is hereby ORDERED that:

A. Respondent Jordan shall cease and desist from committing or causing any violations and any future violations of Section 10(b) of the Exchange Act and Rule 10b-5 thereunder.

B. Respondent Jordan be, and hereby is:

prohibited from acting as an officer or director of any issuer that has a class of securities registered pursuant to Section 12 of the Exchange Act [15 U.S.C. § 78l] or that is required to file reports pursuant to Section 15(d) of the Exchange Act [15 U.S.C. § 78o(d)]; and

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.

C. Any reapplication for association by the Respondent will be subject to the applicable laws and regulations governing the reentry process, and reentry may be conditioned upon a number of factors, including, but not limited to, the satisfaction of any or all of the following: (a) any disgorgement ordered against the Respondent, whether or not the Commission has fully or partially waived payment of such disgorgement; (b) any arbitration award related to the conduct that served as the basis for the Commission order; (c) any self-regulatory organization arbitration award to a customer, whether or not related to the conduct that served as the basis for the Commission order; and (d) any restitution order by a self-regulatory organization, whether or not related to the conduct that served as the basis for the Commission order.

By the Commission.

Brent J. Fields
Secretary