

UNITED STATES OF AMERICA  
before the  
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934  
Release No. 85359 / March 19, 2019

Admin. Proc. File No. 3-18206

In the Matter of

NEW MEDIA INSIGHT GROUP, INC.,  
and  
PACIFIC SANDS, INC.

NOTICE THAT INITIAL DECISION HAS BECOME FINAL

The time for filing a petition for review of the initial decision in this proceeding has expired. No such petition has been filed by New Media Insight Group, Inc., and Pacific Sands, Inc., and the Commission has not chosen to review the decision on its own initiative.

Accordingly, notice is hereby given, pursuant to Rule 360(d) of the Commission's Rules of Practice,<sup>1</sup> that the initial decision of the administrative law judge has become the final decision of the Commission with respect to New Media Insight Group, Inc., and Pacific Sands, Inc.<sup>2</sup> The order contained in that decision is hereby declared final. The initial decision ordered that, under Section 12(j) of the Securities Exchange Act of 1934, the registration of each class of registered securities of New Media Insight Group, Inc., and Pacific Sands, Inc., is hereby revoked. The revocation is effective as of March 20, 2019.

For the Commission, by the Office of the General Counsel, pursuant to delegated authority.

Vanessa A. Countryman  
Acting Secretary

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<sup>1</sup> 17 C.F.R. § 201.360(d).

<sup>2</sup> *IN Media Corp., New Media Insight Grp., Inc., Pacific Sands, Inc., and Saleen Automotive, Inc.*, Initial Decision Release No. 1292 (Nov. 7, 2018), 2018 WL 5818293. The stock symbols and Central Index Key numbers are: NMED and 1493040 for New Media Insight Group, Inc.; and PFSD and 1069799 for Pacific Sands, Inc.