

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Rel. No. 55867 / June 6, 2007

Admin. Proc. File No. 3-12329

In the Matter of

AMERICA'S SPORTS VOICE, INC.
(N/K/A MILAGRO HOLDINGS, INC.)
c/o Samy M. Salem, Interim President
53 Finch Drive
Roslyn, New York 11576

ORDER DENYING MOTION FOR RECONSIDERATION

I.

On March 22, 2007, we issued an opinion and order revoking the registration of all classes of the registered securities of America's Sports Voice, Inc., n/k/a Milagro Holdings, Inc. (the "Company"). 1/ We found there that the Company had violated Section 13(a) of the Securities Exchange Act of 1934 2/ and Exchange Act Rules 13a-1 3/ and 13a-13 4/ by failing to file annual or quarterly reports for any period after June 30, 2001 and, based on that finding, concluded that the protection of investors required the revocation of the registration of the Company's securities pursuant to Exchange Act Section 12(j). 5/ The Company has now filed a motion for reconsideration. For the reasons discussed below, we have determined to deny the Company's motion.

1/ America's Sports Voice, Inc., Securities Exchange Act Rel No. 55511 (Mar. 22, 2007), __ SEC Docket ____.

2/ 15 U.S.C. § 78m(a).

3/ 17 C.F.R. § 240.13a-1.

4/ 17 C.F.R. § 240.13a-13.

5/ 15 U.S.C. § 78l(j).

II.

We review the Company's motion to reconsider under Rule 470 of the Commission's Rules of Practice. 6/ A motion for reconsideration is designed to correct manifest errors of law or fact or to permit the presentation of newly discovered evidence, 7/ but may not be used to repeat arguments previously made. 8/ The Company's motion does not meet the rigorous standard that such motions are subject to and thus affords no basis for reconsideration of our opinion and order. 9/

The Company's arguments in the motion are, for the most part, simply reiterations of arguments and facts previously presented. For example, our opinion considered and rejected the Company's argument that the public interest favors its continued registration because such registration was supported by a majority of its stockholders. Similarly, the Company supports its reconsideration motion by stating that "[o]ver 85% of the current stockholders are aware of the present situation of the Company as well as the position of the Commission and yet continue to give their support to the Company's endeavors for continued registration." As we held in our earlier opinion, however, "regard must be had not only for existing stockholders of the issuer, but also for potential investors . . ." and that, "[i]n any event, both existing and prospective shareholders are harmed by the continuing lack of current and reliable financial information for the Company." 10/

6/ 17 C.F.R. § 201.470.

7/ Leslie A. Arouh, Securities Exchange Act. Rel. No. 51254 (Feb. 25, 2005), 84 SEC Docket 3652, 3653. See also KPMG Peat Marwick LLP, Order Denying Request for Reconsideration, 55 S.E.C. 1, 3 n.7 (2001) (specifying that efficiency and fairness concerns embodied in federal court practice of rejecting motions for reconsideration unless correction of manifest errors of law or fact or presentation of newly discovered evidence is sought "likewise inform our review of motions for reconsideration under Rule 470").

8/ Arouh, 84 SEC Docket at 3653 (holding that respondents cannot use motions for reconsideration "to reiterate arguments previously made or to cite authorities previously available").

9/ Compare Robert Sayegh, Order Granting Request for Reconsideration, 54 S.E.C. 289 (1999) (granting motion for reconsideration in order to take into account change in applicable law).

10/ America's Sports Voice, Inc., ___ SEC Docket at ____ (citation omitted).

The Company also now asserts that it has all "information necessary to file all past and present requirements and intends to do so regardless of the eventual final decision." ^{11/} It further claims that it has made "arrangements to secure enough funds and assets to comply with past and present Federal and State requirements as well as the necessary final resources required to move forward." However, as we held in our earlier opinion, given the Company's long history of failing to file its annual and quarterly reports, a failure that has continued through its change of management, the institution of these proceedings, and our June 2006 order temporarily suspending trading in the Company's stock, we are not persuaded by its promises to comply at some unspecified point in the future. ^{12/} Under the circumstances, we see no basis for altering our earlier conclusion that revocation of the Company's securities registration is necessary for the protection of investors.

Accordingly, IT IS ORDERED that the motion for reconsideration filed by America's Sports Voice, Inc., n/k/a Milagro Holdings, Inc., be, and it hereby is, DENIED.

_____ By the Commission.

Nancy M. Morris
Secretary

^{11/} In its earlier appeal, the Company had conditioned its offer to comply upon our agreeing not to revoke its registration and to "grant[ing] the Company 90 days" to complete its deficient reports. The Company explained, in its earlier briefs, that it "did not want to expend these funds [needed to file the deficient reports] unless it was given a 90-day window" to return to compliance.

^{12/} We note in this connection that, as we observed in the opinion in this case, revocation may still be warranted notwithstanding the fact that an issuer, which had violated reporting requirements, "had taken significant steps to return to compliance." America's Sports Voice, Inc., __ SEC Docket at ____ n.21.