

UNITED STATES OF AMERICA  
Before the  
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934  
Release No. 68948 / February 19, 2013

The Securities and Exchange Commission (“Commission”) announced the temporary suspension, pursuant to Section 12(k) of the Securities Exchange Act of 1934 (the “Exchange Act”), of trading in the securities of VitaminSpice, Inc., (“VitaminSpice”) commencing at 9:30 a.m. EST on February 19, 2013, and terminating at 11:59 p.m. EST on March 4, 2013.

The Commission temporarily suspended trading in the securities of VitaminSpice because of questions regarding the adequacy of current financial information available about VitaminSpice; and the accuracy of assertions by VitaminSpice, and by others, in press releases to investors, in periodic financial filings and in internet promotions concerning, among other things, the company’s revenues and operations.

The SEC acknowledges the assistance of FINRA in this matter.

The Commission cautions brokers, dealers, shareholders, and prospective purchasers that they should carefully consider the foregoing information along with all other currently available information and any information subsequently issued by the company.

Further, brokers and dealers should be alert to the fact that, pursuant to Rule 15c2-11 under the Exchange Act, at the termination of the trading suspensions, no quotation may be entered unless and until they have strictly complied with all of the provisions of the rule. If any broker or dealer has any questions as to whether or not he has complied with the rule, he should not enter any quotation but immediately contact the staff in the Division of Trading and Markets, Office of Interpretation and Guidance, at (202) 551-5777. If any broker or dealer is uncertain as to what is required by Rule 15c2-11, he should refrain from entering quotations relating to VitaminSpice’s securities until such time as he has familiarized himself with the rule and is certain that all of its provisions have been met. If any broker or dealer enters any quotation which is in violation of the rule, the Commission will consider the need for prompt enforcement action.

If any broker, dealer or other person has any information which may relate to this matter, they should immediately contact the following individuals:

Sanjay Wadhwa, (212) 336-0181 or wadhwas@sec.gov  
Associate Regional Director, New York Regional Office

Michael Paley, (212) 336-0145 or paleym@sec.gov  
Assistant Regional Director, New York Regional Office