

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 88375 / March 12, 2020

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 Frelly, Inc. (“FRLI”) at 9:30 a.m. on March 13, 2020, and terminating at 11:59 p.m. on March 26, 2020.

The Commission temporarily suspended trading in the securities of FRLI because of concerns about: (1) the adequacy and reliability of publicly available information concerning FRLI, including a press release issued by the company on April 15, 2019; and (2) unusual, unexplained market activity in the company’s stock, including certain transactions executed between April 26 through June 13, 2019. This order was entered pursuant to Section 12(k) of the Exchange Act.

The Commission cautions broker-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 suspension, 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 FRLI’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, contact Michael Paley, Assistant Regional Director, New York Regional Office of the Securities and Exchange Commission at (212) 336- 0145. The Commission appreciates the assistance of the Financial Industry Regulatory Authority (FINRA).