

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

INVESTMENT ADVISERS ACT OF 1940
Rel. No. 2915 / August 13, 2009

Admin. Proc. File No. 3-13415

In the Matter of :
:
:
MATTHEW LA MADRID :
:
:

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 Matthew La Madrid, and the Commission has not chosen to review the decision as to him on its own initiative.

Accordingly, notice is hereby given, pursuant to Rule 360(d) of the Commission's Rules of Practice, 1/ that the initial decision of the administrative law judge 2/ has become the final decision of the Commission with respect to Matthew La Madrid. The order contained in that decision is hereby declared effective. The initial decision ordered that, pursuant to Section 203(f) of the Investment Advisers Act of 1940, Matthew La Madrid is barred from association with any investment adviser.

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

Elizabeth M. Murphy
Secretary

1/ 17 C.F.R. § 201.360(d).

2/ Matthew La Madrid, Initial Decision Rel. No. 383 (July 17, 2009), ___ SEC Docket ___.