

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 78401 / July 25, 2016

Admin. Proc. File No. 3-17236

In the Matter of

PIONEER EXPLORATION, INC.,
PREMIER BRANDS, INC., AND
PRIVATE MEDIA GROUP, 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 Pioneer Exploration, Inc., Premier Brands, Inc., or Private Media Group, 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,¹ that the initial decision of the administrative law judge has become the final decision of the Commission with respect to Pioneer Exploration, Inc., Premier Brands, Inc., and Private Media Group, Inc.² The order contained in that decision is hereby declared effective. The initial decision ordered that, pursuant to Section 12(j) of the Securities Exchange Act of 1934, the registrations of each class of registered securities of Pioneer Exploration, Inc., Premier Brands, Inc., and Private Media Group, Inc., are revoked.

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

Brent J. Fields
Secretary

¹ 17 C.F.R. § 201.360(d).

² *Pioneer Expl., Inc., Premier Brands, Inc., and Private Media Grp., Inc.*, Initial Decision Release No. 1016 (June 2, 2016), 114 SEC Docket 05, 2016 WL 3086826. The stock symbols and Central Index Key numbers are: PIEX and 1364123 for Pioneer Exploration, Inc.; BRND and 1502777 for Premier Brands, Inc.; and PRVT and 1068084 for Private Media Group, Inc.