

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 63666 / January 6, 2011

ADMINISTRATIVE PROCEEDING
File No. 3-13714

In the Matter of	:	
	:	
Ark Asset Management Co., Inc.	:	Notice of Proposed Plan of
	:	Distribution and Opportunity
Respondent.	:	For Comment
	:	

Notice is hereby given, pursuant to Rule 1103 of the Securities and Exchange Commission's ("Commission") Rules on Fair Fund and Disgorgement Plans, 17 C.F.R. §201.1103, that the Division of Enforcement has filed with the Commission the proposed plan ("Distribution Plan") for the distribution of monies in *In the Matter of Ark Asset Management Co., Inc.* to clients of Ark Asset Management Co., Inc. ("Ark") harmed by Ark's favoring of proprietary accounts over accounts of advisory clients in the allocation of securities between August 2000 and December 2003. The Commission issued an Order Making Findings and Imposing Sanctions Pursuant to Section 203(k) of the Investment Advisers Act of 1940 in this matter on September 29, 2010. (Advisers Act Rel. No. 3091).

OPPORTUNITY FOR COMMENT

Pursuant to this Notice, all interested parties are advised that they may obtain a copy of the Distribution Plan from the Commission's public website, <http://www.sec.gov>, or by submitting a written request to Neal Jacobson, Sr. Trial Counsel, United States Securities and Exchange Commission, 3 World Financial Center, New York, NY 10281. Further, all persons desiring to comment on the Distribution Plan may submit their comments, in writing, within 30 days of the date of this Notice:

1. to the Office of the Secretary, United States Securities and Exchange Commission, 100 F Street, NE, Washington, DC 20549-1090;
2. by using the [Commission's Internet comment form \(http://www.sec.gov/litigation/admin.shtml\)](http://www.sec.gov/litigation/admin.shtml); or
3. by sending an e-mail to rule-comments@sec.gov.

Comments submitted by email or via the Commission's website should include "Administrative Proceeding File Number 3-13714" in the subject line. Comments received will be available to the public. Persons should only submit information that they wish to make publicly available.

THE DISTRIBUTION PLAN

The Distribution Plan provides for distribution of the \$750,000 in disgorgement paid by Ark Asset Management Co., Inc. less any fees and costs of administration. The proposed plan provides for distribution of the monies to certain former advisory clients of Ark Asset Management Co., Inc. previously identified by the Commission staff.

For the Commission, by its Secretary, pursuant to delegated authority.

Elizabeth M. Murphy
Secretary