

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 85601 / April 10, 2019

Admin. Proc. File No. 3-18722

In the Matter of

AMERICAN FIRST FINANCIAL, INC.,
ASSURANCE GROUP, INC.
(A/K/A AIR MEDIA NOW!, INC.),
AVANTAIR, INC., AND
ELAYAWAY, INC.,

Respondents.

ORDER TO SHOW CAUSE

The Securities and Exchange Commission (“Commission”) issued an Order Instituting Proceedings (“OIP”) on September 5, 2018, pursuant to Section 12(j) of the Securities Exchange Act of 1934, against respondent Assurance Group, Inc. (a/k/a Air Media Now!, Inc.).¹

On September 18, 2018, the Division of Enforcement filed the Declaration of Neil J. Welch, Jr., which stated that, pursuant to Rule 141(a)(2)(ii) of the Commission’s Rules of Practice,² service of the OIP was made on Assurance Group, Inc. on September 8, 2018. In response to a Commission request for supplemental information concerning service,³ on December 11, 2018, the Division of Enforcement filed the Supplemental Declaration of Neil J. Welch, Jr. to confirm that the address used for service matched the address that Assurance Group, Inc. provided in its last filing with the Commission.

As stated in the OIP, the answer of respondent Assurance Group, Inc. was required to be filed within ten days of service of the OIP.⁴ As of the date of this order, respondent Assurance

¹ *American First Financial, Inc.*, Exchange Act Release No. 84041, 2018 WL 4242057 (Sept. 5, 2018).

² 17 C.F.R. § 201.141(a)(2)(ii).

³ *American First Financial, Inc.*, Exchange Act Release No. 84744 (Dec. 6, 2018), available at <https://www.sec.gov/litigation/opinions/2018/34-84744.pdf>.

⁴ Rules of Practice 151(a), 160(b), 220(b), 17 C.F.R. §§ 201.151(a), .160(b), .220(b).

Group, Inc. has not filed an answer. The prehearing conference and the hearing are thus continued indefinitely.

Accordingly, respondent Assurance Group, Inc. is ORDERED to SHOW CAUSE by April 24, 2019, why the registration of its securities should not be revoked by default due to its failure to file an answer and to otherwise defend this proceeding. When a party defaults, the allegations in the OIP will be deemed to be true and the Commission may determine the proceeding against that party upon consideration of the record without holding a public hearing.

If respondent Assurance Group, Inc. fails to respond to this order to show cause, it may be deemed in default, the proceeding may be determined against it, and its securities may be revoked.⁵ Upon review of the filings in response to this order, the Commission will either direct further proceedings by subsequent order or issue a final order resolving the matter.

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

Vanessa A. Countryman
Acting Secretary

⁵ Rules of Practice 155, 180, 17 C.F.R. § 201.155, .180; *see American First Financial, Inc.*, 2018 WL 4242057, at *3 (“If Respondents fail to file the directed Answers, . . . [they] may be deemed in default and the proceedings may be determined against them . . .”).