

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 81897 / October 19, 2017

Admin. Proc. File No. 3-18007

In the Matter of

NEW WESTERN ENERGY CORP. and
PRIMCO MANAGEMENT, 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 New Western Energy Corp. or Primco Management, 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 New Western Energy Corp. and Primco Management, Inc.² The order contained in that decision is hereby declared final. 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 New Western Energy Corp. and Primco Management, Inc., are revoked. The revocation is effective as of October 19, 2017.

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 *New W. Energy Corp., Preferred Rest. Brands, Inc., and Primco Mgmt.*, Initial Decision Release No. 1156 (July 26, 2017), 117 SEC Docket 05, 2017 WL 3169018. The stock symbols and Central Index Key numbers are: NWTR and 1479488 for New Western Energy Corp.; and PMCM and 1516522 for Primco Management, Inc.