

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
June 21, 2007

ADMINISTRATIVE PROCEEDING
File No. 3-12663

| | | |
|--|---|--------------------------------|
| In the Matter of | : | ORDER INSTITUTING |
| | : | ADMINISTRATIVE |
| American Teletronics, Inc. (n/k/a | : | PROCEEDINGS AND NOTICE |
| Shine Holdings, Inc.), | : | OF HEARING PURSUANT TO |
| | : | SECTION 12(j) OF THE |
| Respondent | : | SECURITIES EXCHANGE ACT |
| | : | OF 1934 |
| | : | |

I.

The Securities and Exchange Commission (“Commission”) deems it necessary and appropriate for the protection of investors that public administrative proceedings be, and hereby are, instituted pursuant to Section 12(j) of the Securities Exchange Act of 1934 (“Exchange Act”).

II.

After an investigation, the Division of Enforcement alleges that:

A. RESPONDENT

1. American Teletronics, Inc. (CIK No. 314888) (“American Teletronics”) (n/k/a Shine Holdings, Inc.) is a dissolved Colorado corporation formerly located in Dallas, Texas with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). In 2006, American Teletronics, through a reverse merger, changed its name to Shine Holdings, Inc., a company located in Cary, North Carolina, but did not update its EDGAR filer information in the Commission’s computer records as required by Commission rules. American Teletronics’ securities are quoted on the Pink Sheets under the name Shine Holdings, Inc. (Ticker symbol: “SHDG”). American Teletronics is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-Q for the period ended September 30, 1996, which reported a net loss of \$1,514,087 for the prior three quarters.

B. DELINQUENT PERIODIC FILINGS

2. Respondent is delinquent in its periodic filings with the Commission (*see* Chart of Delinquent Filings, attached hereto as Appendix 1), has repeatedly failed to meet

its obligations to file timely periodic reports, and failed to respond to a delinquency letter sent to it by the Division of Corporation Finance requesting compliance with its periodic filing obligations.

3. Exchange Act Section 13(a) and the rules promulgated thereunder require issuers of securities registered pursuant to Exchange Act Section 12 to file with the Commission current and accurate information in periodic reports, even if the registration is voluntary under Section 12(g). Specifically, Rule 13a-1 requires issuers to file annual reports (Forms 10-K or 10-KSB), and Rule 13a-13 requires issuers to file quarterly reports (Forms 10-Q or 10-QSB).

4. As a result of the foregoing, Respondent failed to comply with Exchange Act Section 13(a) and Rules 13a-1 and 13a-13 thereunder.

III.

In view of the allegations made by the Division of Enforcement, the Commission deems it necessary and appropriate for the protection of investors that public administrative proceedings be instituted to determine:

A. Whether the allegations contained in Section II are true and, in connection therewith, to afford the Respondent an opportunity to establish any defenses to such allegations; and,

B. Whether it is necessary and appropriate for the protection of investors to suspend for a period not exceeding twelve months, or revoke, the registration of each class of securities of the Respondent registered pursuant to Section 12 of the Exchange Act.

IV.

IT IS HEREBY ORDERED that a public hearing for the purpose of taking evidence on the questions set forth in Section III hereof shall be convened at a time and place to be fixed, and before an Administrative Law Judge to be designated by further order as provided by Rule 110 of the Commission's Rules of Practice [17 C.F.R. § 201.110].

IT IS HEREBY FURTHER ORDERED that Respondent shall file an Answer to the allegations contained in this Order within ten (10) days after service of this Order, as provided by Rule 220(b) of the Commission's Rules of Practice [17 C.F.R. § 201.220(b)].

If Respondent fails to file the directed Answer, or fails to appear at a hearing after being duly notified, Respondent may be deemed in default and the proceedings may be determined against it upon consideration of this Order, the allegations of which may be deemed to be true as provided by Rules 155(a), 220(f), 221(f), and 310 of the Commission's Rules of Practice [17 C.F.R. §§ 201.155(a), 201.220(f), 201.221(f), and 201.310].

This Order shall be served forthwith upon Respondent personally or by certified, registered, or Express Mail, or by other means of verifiable delivery.

IT IS FURTHER ORDERED that the Administrative Law Judge shall issue an initial decision no later than 120 days from the date of service of this Order, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice [17 C.F.R. § 201.360(a)(2)].

In the absence of an appropriate waiver, no officer or employee of the Commission engaged in the performance of investigative or prosecuting functions in this or any factually related proceeding will be permitted to participate or advise in the decision of this matter, except as witness or counsel in proceedings held pursuant to notice. Since this proceeding is not "rule making" within the meaning of Section 551 of the Administrative Procedure Act, it is not deemed subject to the provisions of Section 553 delaying the effective date of any final Commission action.

By the Commission.

Nancy M. Morris
Secretary

Attachment

Appendix 1

Chart of Delinquent Filings of American Teletronics, Inc., n/k/a Shine Holdings, Inc.

| Form Type | Period Ended | Due Date | Months Delinquent (rounded up) |
|------------------|---------------------|-----------------|---------------------------------------|
| 10-K | Dec. 31, 1996 | Mar. 31, 1997 | 123 |
| 10-Q | Mar. 31, 1997 | May 15, 1997 | 121 |
| 10-Q | June 30, 1997 | Aug. 14, 1997 | 118 |
| 10-Q | Sept. 30, 1997 | Nov. 14, 1997 | 115 |
| 10-K | Dec. 31, 1997 | Mar. 31, 1998 | 111 |
| 10-Q | Mar. 31, 1998 | May 15, 1998 | 109 |
| 10-Q | June 30, 1998 | Aug. 14, 1998 | 106 |
| 10-Q | Sept. 30, 1998 | Nov. 16, 1998 | 103 |
| 10-K | Dec. 31, 1998 | Mar. 31, 1999 | 99 |
| 10-Q | Mar. 31, 1999 | May 17, 1999 | 97 |
| 10-Q | June 30, 1999 | Aug. 16, 1999 | 94 |
| 10-Q | Sept. 30, 1999 | Nov. 15, 1999 | 91 |
| 10-K | Dec. 31, 1999 | Mar. 30, 2000 | 87 |
| 10-Q | Mar. 31, 2000 | May 15, 2000 | 85 |
| 10-Q | June 30, 2000 | Aug. 14, 2000 | 82 |
| 10-Q | Sept. 30, 2000 | Nov. 14, 2000 | 79 |
| 10-K | Dec. 31, 2000 | Apr. 2, 2001 | 74 |
| 10-Q | Mar. 31, 2001 | May 15, 2001 | 73 |
| 10-Q | June 30, 2001 | Aug. 14, 2001 | 70 |
| 10-Q | Sept. 30, 2001 | Nov. 14, 2001 | 67 |
| 10-K | Dec. 31, 2001 | Apr. 1, 2002 | 62 |
| 10-Q | Mar. 31, 2002 | May 15, 2002 | 61 |
| 10-Q | June 30, 2002 | Aug. 14, 2002 | 58 |
| 10-Q | Sept. 30, 2002 | Nov. 14, 2002 | 55 |
| 10-K | Dec. 31, 2002 | Mar. 31, 2003 | 51 |
| 10-Q | Mar. 31, 2003 | May 15, 2003 | 49 |
| 10-Q | June 30, 2003 | Aug. 14, 2003 | 46 |
| 10-Q | Sept. 30, 2003 | Nov. 14, 2003 | 43 |
| 10-K | Dec. 31, 2003 | Mar. 30, 2004 | 39 |
| 10-Q | Mar. 31, 2004 | May 17, 2004 | 37 |
| 10-Q | June 30, 2004 | Aug. 16, 2004 | 34 |
| 10-Q | Sept. 30, 2004 | Nov. 15, 2004 | 31 |
| 10-K | Dec. 31, 2004 | Mar. 31, 2005 | 27 |
| 10-Q | Mar. 31, 2005 | May 16, 2005 | 25 |
| 10-Q | June 30, 2005 | Aug. 15, 2005 | 22 |
| 10-Q | Sept. 30, 2005 | Nov. 14, 2005 | 19 |
| 10-K | Dec. 31, 2005 | Mar. 31, 2006 | 15 |
| 10-Q | Mar. 31, 2006 | May 15, 2006 | 13 |

| Form Type | Period Ended | Due Date | Months Delinquent (rounded up) |
|------------------|---------------------|-----------------|---------------------------------------|
| 10-Q | June 30, 2006 | Aug. 14, 2006 | 10 |
| 10-Q | Sept. 30, 2006 | Nov. 14, 2006 | 7 |
| 10-K | Dec. 31, 2006 | Apr. 2, 2007 | 2 |
| 10-Q | Mar. 31, 2007 | May 15, 2007 | 1 |