

U.S. SECURITIES AND EXCHANGE COMMISSION
Washington, D.C.

SECURITIES EXCHANGE ACT OF 1934
Release No. 53456 / March 9, 2006

Administrative Proceeding File No. 3-12234

In the Matter of Gary Player Direct, Inc., Gary Player Golf, Inc., Cross Media Marketing Corp., First Chesapeake Financial Corp., North Lily Mining Co., and QuadraComm, Inc.

**SECURITIES AND EXCHANGE COMMISSION INSTITUTES
ADMINISTRATIVE PROCEEDINGS AGAINST SIX DELINQUENT
COMPANIES FOR FAILURE TO MAKE REQUIRED PERIODIC FILINGS**

The U.S. Securities and Exchange Commission today issued public administrative proceedings against a total of six companies to determine whether the registration of each class of their securities should be revoked or suspended for failure to file required periodic reports:

- Gary Player Direct, Inc.
- Gary Player Golf, Inc.
- Cross Media Marketing Corp.
- First Chesapeake Financial Corp.
- North Lily Mining Co.
- QuadraComm, Inc.

In this Order, the Division of Enforcement alleges that the six issuers are delinquent in their required periodic filings with the Commission.

In this proceeding, instituted pursuant to Securities Exchange Act of 1934 (Exchange Act) Section 12(j), a hearing will be scheduled before an Administrative Law Judge. At the hearing, the judge will hear evidence from the Division of Enforcement and the respondents to determine whether the allegations of the Division of Enforcement contained in the Order, which the Division alleges constitute violations of Exchange Act Section 13(a) and Rules 13a-1 and 13a-13 thereunder, are true. The judge in the proceeding will then determine whether the registrations pursuant to Exchange Act Section 12 of the securities of these respondents should be revoked, or in the alternative, suspended for a period not exceeding twelve months. The Commission ordered that the Administrative Law Judge in this proceeding issue an initial decision not later than 120 days from the date of service of the order instituting proceedings.

- See also the Order Instituting Administrative Proceedings, *In the Matter of Gary Player Direct, Inc., et al.*, Administrative Proceeding File No. 3-12234