

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
April 27, 2005

ADMINISTRATIVE PROCEEDING
File No. 3-11913

In the Matter of

**Affinity International Travel Systems, Inc.,
BIFS Technologies Corp.,
Brandmakers, Inc.,
Consolidated General Corp.,
E-Rex, Inc., and
IEMI,**

Respondents.

**ORDER INSTITUTING
ADMINISTRATIVE
PROCEEDINGS AND NOTICE OF
HEARING PURSUANT TO
SECTION 12(j) OF THE
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. RESPONDENTS

1. Affinity International Travel Systems, Inc. (“AFFT”)¹ (CIK 1069433) is a Nevada corporation located in St. Petersburg, Florida with common stock registered with the Commission under Exchange Act Section 12(g). AFFT is delinquent in its periodic filings, having last filed a periodic report for the period ending March 31, 2001, and has a delinquent status with the Secretary of State of Nevada. AFFT reported assets of \$2,424,542, liabilities of \$6,342,230, and a net loss of \$6,940,525 for the nine months ending March 31, 2001. AFFT’s common stock was quoted on the Pink Sheets as of February 7, 2005. For the six months ending November 18, 2004, AFFT had an average daily trading volume of 51,201 shares.

2. BIFS Technologies Corp. (“BIFT”) (CIK 1060967) is a Florida corporation located in Sarasota, Florida with common stock registered with the

¹ The short form of each Respondent’s name is also its stock symbol.

Commission under Exchange Act Section 12(g). BIFT is delinquent in its periodic filings, having last filed a periodic report for the period ending September 30, 2002. BIFT reported assets of \$571,204, liabilities of \$2,183,277 and a net loss of \$946,082 for the nine months ending September 30, 2002. BIFT's common stock was quoted on the Pink Sheets as of February 7, 2005. For the six months ending November 18, 2004, BIFT had an average daily trading volume of 193,854 shares.

3. Brandmakers, Inc. ("BMKS") (CIK 1011972) is a Utah corporation located in Coconut Grove, Florida with common stock registered with the Commission under Exchange Act Section 12(g). On September 27, 2001, the Commission issued a cease-and-desist order to BMKS, finding that it had violated the antifraud and reporting provisions of the federal securities laws, and ordering it to cease and desist from future violations of the Exchange Act Sections 10(b) and 13(a). BMKS has violated that cease-and-desist order because it is delinquent in its periodic filings, having last filed a periodic report for the period ending March 31, 2003. BMKS reported assets of \$645,738, liabilities of \$1,424,083, and a net loss of \$199,170 for the nine months ending June 30, 2002. BMKS's common stock was quoted on the Pink Sheets as of February 7, 2005. For the six months ending November 24, 2004, BMKS had an average daily trading volume of 40,353 shares.

4. Consolidated General Corp. ("CGPT") (f/k/a Java Group, Inc.) (CIK 1010779) is a Delaware corporation located in Marietta, Georgia with common stock registered with the Commission under Exchange Act Section 12(g). CGPT is delinquent in its periodic filings, having last filed a periodic report for the period ending December 31, 1996. JVGI reported assets of \$754,035, liabilities of \$668,394 and a net loss of \$313,288, for the six months ending December 31, 1996. CGPT's common stock was quoted on the Pink Sheets as of February 7, 2005. For the six months ending November 18, 2004, CGPT had an average daily trading volume of 1,046,753 shares.

5. E-Rex, Inc. ("EREX") (CIK 1093159) is a Nevada corporation located in Miami, Florida with common stock registered with the Commission under Exchange Act Section 12(g). EREX is delinquent in its periodic filings, having last filed a periodic report for the period ending September 30, 2002, and has a revoked status with the Secretary of State of Nevada. EREX reported assets of \$98,315, liabilities of \$1,195,837, and a net loss of \$1,497,950 for the nine months ending September 30, 2002. EREX's common stock was quoted on the Pink Sheets as of February 7, 2005. For the six months ending November 18, 2004, EREX had an average daily trading volume of 147,637 shares.

6. IEMI ("IEME") (CIK 1100688) is a Nevada corporation located in Hollywood, Florida with common stock registered with the Commission under Exchange Act Section 12(g). IEME is delinquent in its periodic filings, having last filed a periodic report for the period ending September 30, 2002, and has a delinquent status with the Secretary of State of Nevada. IEME reported assets of \$156,426, liabilities of \$883,100, and a net loss of \$127,037 for the nine months ending September 30, 2002. IEME's common stock was quoted on the Pink Sheets as of February 7, 2005. For the six months

ending November 17, 2004, IEME had an average daily trading volume of 850,618 shares

B. DELINQUENT PERIODIC FILINGS

7. This case concerns six companies with classes of securities registered with the Commission that are delinquent in their periodic reports with the Commission (*see* Chart of Delinquent Filings, attached hereto as Appendix 1). These registrants have the following facts in common. First, they have been delinquent in their periodic filing obligations with the Commission for more than eighteen months. Second, all have registered securities that are quoted on the Pink Sheets. Third, they represent some of the highest volume delinquent issuers quoted on the Pink Sheets. Fourth, they are located in the Commission's Southeastern Region.

8. Exchange Act Section 13(a) and the rules promulgated thereunder require issuers with classes 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).

9. As a result of the foregoing, the Respondents 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 to institute public administrative proceedings to determine:

A. Whether the allegations in Section II are true and, in connection therewith, to afford the Respondents 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 Respondents identified in Section II registered pursuant to Section 12 of the Exchange Act.

IV.

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

If Respondents fail to file the directed Answers, or fail to appear at a hearing after being duly notified, the Respondents may be deemed in default and the proceedings may be determined against them 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 Respondents personally or by certified mail.

IT IS FURTHER ORDERED that the Administrative Law Judge shall issue an initial decision not 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.

Jonathan G. Katz
Secretary

Attachment

Appendix 1

Chart of Delinquent Filings

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
<i>Affinity International Travel Systems, Inc.</i>					
	<i>10-KSB</i>	06/30/01	10/01/01	Not filed	42
	<i>10-QSB</i>	09/30/01	11/14/01	Not filed	41
	<i>10-QSB</i>	12/31/01	02/14/02	Not filed	38
	<i>10-QSB</i>	03/31/02	05/15/02	Not filed	35
	<i>10-KSB</i>	06/30/02	09/30/02	Not filed	31
	<i>10-QSB</i>	09/30/02	11/14/02	Not filed	29
	<i>10-QSB</i>	12/31/02	02/14/03	Not filed	26
	<i>10-QSB</i>	03/31/03	05/15/03	Not filed	23
	<i>10-KSB</i>	06/30/03	09/29/03	Not filed	19
	<i>10-QSB</i>	09/30/03	11/14/03	Not filed	17
	<i>10-QSB</i>	12/31/03	02/17/04	Not filed	14
	<i>10-QSB</i>	03/31/04	05/17/04	Not filed	11
	<i>10-KSB</i>	06/30/04	09/28/04	Not filed	7
	<i>10-QSB</i>	09/30/04	11/15/04	Not filed	5
	<i>10-QSB</i>	12/31/04	02/14/05	Not filed	2
Total Filings Delinquent	15				
<i>BIFS Technologies Corp.</i>					
	<i>10-KSB</i>	12/31/02	03/31/03	Not filed	25
	<i>10-QSB</i>	03/31/03	05/15/03	Not filed	23
	<i>10-QSB</i>	06/30/03	08/14/03	Not filed	20
	<i>10-QSB</i>	09/30/03	11/14/03	Not filed	17
	<i>10-KSB</i>	12/31/03	03/30/04	Not filed	13
	<i>10-QSB</i>	03/31/04	05/17/04	Not filed	11
	<i>10-QSB</i>	06/30/04	08/16/04	Not filed	8
	<i>10-QSB</i>	09/30/04	11/15/04	Not filed	5
	<i>10-KSB</i>	12/31/04	03/31/05	Not filed	1
Total Filings Delinquent	9				

Brandmakers, Inc.

<i>10-KSB</i>	06/30/03	09/29/03	Not filed	19
<i>10-QSB</i>	09/30/03	11/14/03	Not filed	17
<i>10-QSB</i>	12/31/03	02/17/04	Not filed	14
<i>10-QSB</i>	03/31/04	05/17/04	Not filed	11
<i>10-KSB</i>	06/30/04	09/28/04	Not filed	7
<i>10-QSB</i>	09/30/04	11/15/04	Not filed	5
<i>10-QSB</i>	12/31/04	02/14/05	Not filed	2

Total Filings Delinquent 7

E-REX, Inc.

<i>10-KSB</i>	12/31/02	03/31/03	Not filed	25
<i>10-QSB</i>	03/31/03	05/15/03	Not filed	23
<i>10-QSB</i>	06/30/03	08/14/03	Not filed	20
<i>10-QSB</i>	09/30/03	11/14/03	Not filed	17
<i>10-KSB</i>	12/31/03	03/30/04	Not filed	13
<i>10-QSB</i>	03/31/04	05/17/04	Not filed	11
<i>10-QSB</i>	06/30/04	08/16/04	Not filed	8
<i>10-QSB</i>	09/30/04	11/15/04	Not filed	5
<i>10-KSB</i>	12/31/04	03/31/05	Not filed	1

Total Filings Delinquent 9

IEMI

<i>10-KSB</i>	12/31/02	03/31/03	Not filed	25
<i>10-QSB</i>	03/31/03	05/15/03	Not filed	23
<i>10-QSB</i>	06/30/03	08/14/03	Not filed	20
<i>10-QSB</i>	09/30/03	11/14/03	Not filed	17
<i>10-KSB</i>	12/31/03	03/30/04	Not filed	13
<i>10-QSB</i>	03/31/04	05/17/04	Not filed	11
<i>10-QSB</i>	06/30/04	08/16/04	Not filed	8
<i>10-QSB</i>	09/30/04	11/15/04	Not filed	5
<i>10-KSB</i>	12/31/04	03/31/05	Not filed	1

Total Filings Delinquent 9

**Consolidated General Corp.
(f/k/a Java Group, Inc.)**

<i>10-QSB</i>	03/31/97	05/15/97	Not filed	95
<i>10-KSB</i>	06/30/97	09/29/97	Not filed	91
<i>10-QSB</i>	09/30/97	11/14/97	Not filed	89
<i>10-QSB</i>	12/31/97	02/17/98	Not filed	86
<i>10-QSB</i>	03/31/98	05/15/98	Not filed	83
<i>10-KSB</i>	06/30/98	09/29/98	Not filed	79
<i>10-QSB</i>	09/30/98	11/16/98	Not filed	77
<i>10-QSB</i>	12/31/98	02/16/99	Not filed	74
<i>10-QSB</i>	03/31/99	05/17/99	Not filed	71
<i>10-KSB</i>	06/30/99	09/29/99	Not filed	67
<i>10-QSB</i>	09/30/99	11/15/99	Not filed	65
<i>10-QSB</i>	12/31/99	02/14/00	Not filed	62
<i>10-QSB</i>	03/31/00	05/15/00	Not filed	59
<i>10-KSB</i>	06/30/00	09/29/00	Not filed	55
<i>10-QSB</i>	09/30/00	11/14/00	Not filed	53
<i>10-QSB</i>	12/31/00	02/14/01	Not filed	50
<i>10-QSB</i>	03/31/01	05/15/01	Not filed	47
<i>10-KSB</i>	06/30/01	10/01/01	Not filed	42
<i>10-QSB</i>	09/30/01	11/14/01	Not filed	41
<i>10-QSB</i>	12/31/01	02/14/02	Not filed	38
<i>10-QSB</i>	03/31/02	05/15/02	Not filed	35
<i>10-KSB</i>	06/30/02	09/30/02	Not filed	31
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<i>10-QSB</i>	12/31/02	02/14/03	Not filed	26
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<i>10-QSB</i>	03/31/04	05/17/04	Not filed	11
<i>10-KSB</i>	06/30/04	09/28/04	Not filed	7
<i>10-QSB</i>	09/30/04	11/15/04	Not filed	5
<i>10-QSB</i>	12/31/04	02/14/05	Not filed	2

Total Filings Delinquent 32