

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
November 30, 2007

ADMINISTRATIVE PROCEEDING
File No. 3-12895

| | | |
|--------------------------------|---|--------------------------------|
| In the Matter of | : | |
| | : | |
| | : | |
| e4L, Inc., | : | ORDER INSTITUTING |
| Luminex Lighting, Inc., | : | PROCEEDINGS AND NOTICE |
| MD Healthshares Corp., | : | OF HEARING PURSUANT TO |
| Royal Holiday Mobile | : | SECTION 12(j) OF THE |
| Estates, Inc., and | : | SECURITIES EXCHANGE ACT |
| Sales Strategies, Inc., | : | OF 1934 |
| | : | |
| Respondents. | : | |
| | : | |

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”) against Respondents e4L, Inc., Luminex Lighting, Inc., MD Healthshares Corp., Royal Holiday Mobile Estates, Inc., and Sales Strategies, Inc.

II.

After an investigation, the Division of Enforcement alleges that:

A. RESPONDENTS

1. e4L, Inc. (“e4L”) (CIK No. 70412) is a void Delaware corporation located in Van Nuys, California with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(b). e4L 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, 2000, which reported a net loss from operations of \$49,447 for the prior two quarters. On March 5, 2001, the company filed a Chapter 11 bankruptcy petition in the U.S. Bankruptcy Court for the Central District of California.

2. Luminex Lighting, Inc. (“Luminex”) (CIK No. 1039640) is a suspended California corporation located in Chino, California with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). Luminex is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 8-A registration on July 22, 1998.

3. MD Healthshares Corp. (“MD”) (CIK No. 1038049) is a revoked Louisiana corporation located in Baton Rouge, Louisiana with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). MD is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-QSB for the period ended March 31, 1999.

4. Royal Holiday Mobile Estates, Inc. (“Royal Holiday”) (CIK No. 1111250) is a Nevada corporation located in Fontana, California with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). Royal Holiday is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-QSB for the period ended June 30, 2003, which reported that the company had no assets or operations and had a net loss since inception of \$20,305.

5. Sales Strategies, Inc. (“Sales Strategies”) (CIK No. 1108240) is a revoked Nevada corporation located in Los Angeles, California with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). Sales Strategies is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-QSB for the period ended June 30, 2003, which reported a net loss since inception of \$15,950.

B. DELINQUENT PERIODIC FILINGS

6. As discussed in more detail above, all of the Respondents are delinquent in their periodic filings with the Commission (*see* Chart of Delinquent Filings, attached hereto as Appendix 1), have repeatedly failed to meet their obligations to file timely periodic reports, and failed to heed delinquency letters sent to them by the Division of Corporation Finance requesting compliance with their periodic filing obligations or, through their failure to maintain a valid address on file with the Commission as required by Commission rules, did not receive such letters.

7. 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).

8. As a result of the foregoing, 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 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 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 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 Respondents 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 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 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 Respondents 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 *In the Matter of e4L, Inc., et al.*

| Company Name | Form Type | Period Ended | Due Date | Date Received | Months Delinquent (rounded up) |
|--------------------------|-----------|--------------|----------|---------------|--------------------------------|
| e4L, Inc. | | | | | |
| | 10-Q | 12/31/00 | 02/14/01 | Not filed | 81 |
| | 10-K | 03/31/01 | 06/29/01 | Not filed | 77 |
| | 10-Q | 06/30/01 | 08/14/01 | Not filed | 75 |
| | 10-Q | 09/30/01 | 11/14/01 | Not filed | 72 |
| | 10-Q | 12/31/01 | 02/14/02 | Not filed | 69 |
| | 10-K | 03/31/02 | 07/01/02 | Not filed | 64 |
| | 10-Q | 06/30/02 | 08/14/02 | Not filed | 63 |
| | 10-Q | 09/30/02 | 11/14/02 | Not filed | 60 |
| | 10-Q | 12/31/02 | 02/14/03 | Not filed | 57 |
| | 10-K | 03/31/03 | 06/30/03 | Not filed | 53 |
| | 10-Q | 06/30/03 | 08/14/03 | Not filed | 51 |
| | 10-Q | 09/30/03 | 11/14/03 | Not filed | 48 |
| | 10-Q | 12/31/03 | 02/17/04 | Not filed | 45 |
| | 10-K | 03/31/04 | 06/29/04 | Not filed | 41 |
| | 10-Q | 06/30/04 | 08/16/04 | Not filed | 39 |
| | 10-Q | 09/30/04 | 11/15/04 | Not filed | 36 |
| | 10-Q | 12/31/04 | 02/14/05 | Not filed | 33 |
| | 10-K | 03/31/05 | 06/29/05 | Not filed | 29 |
| | 10-Q | 06/30/05 | 08/15/05 | Not filed | 27 |
| | 10-Q | 09/30/05 | 11/14/05 | Not filed | 24 |
| | 10-Q | 12/31/05 | 02/14/06 | Not filed | 21 |
| | 10-K | 03/31/06 | 06/29/06 | Not filed | 17 |
| | 10-Q | 06/30/06 | 08/14/06 | Not filed | 15 |
| | 10-Q | 09/30/06 | 11/14/06 | Not filed | 12 |
| | 10-Q | 12/31/06 | 02/14/07 | Not filed | 9 |
| | 10-K | 03/31/07 | 06/29/07 | Not filed | 5 |
| | 10-Q | 06/30/07 | 08/14/07 | Not filed | 3 |
| | 10-Q | 09/30/07 | 11/14/07 | Not filed | 0 |
| Total Filings Delinquent | 28 | | | | |

| Company Name | Form Type | Period Ended | Due Date | Date Received | Months Delinquent (rounded up) |
|-------------------------------|-----------|--------------|-----------|---------------|--------------------------------|
| Luminex Lighting, Inc. | 10-QSB | 09/30/98 | 11/16/98 | Not filed | 108 |
| | 10-KSB | 12/31/98 | 03/31/99 | Not filed | 104 |
| | 10-QSB | 03/31/99 | 05/17/99 | Not filed | 102 |
| | 10-QSB | 06/30/99 | 08/16/99 | Not filed | 99 |
| | 10-QSB | 09/30/99 | 11/15/99 | Not filed | 96 |
| | 10-KSB | 12/31/99 | 03/30/00 | Not filed | 92 |
| | 10-QSB | 03/31/00 | 05/15/00 | Not filed | 90 |
| | 10-QSB | 06/30/00 | 08/14/00 | Not filed | 87 |
| | 10-QSB | 09/30/00 | 11/14/00 | Not filed | 84 |
| | 10-KSB | 12/31/00 | 04/02/01 | Not filed | 79 |
| | 10-QSB | 03/31/01 | 05/15/01 | Not filed | 78 |
| | 10-QSB | 06/30/01 | 08/14/01 | Not filed | 75 |
| | 10-QSB | 09/30/01 | 11/14/01 | Not filed | 72 |
| | 10-KSB | 12/31/01 | 04/01/02 | Not filed | 67 |
| | 10-QSB | 03/31/02 | 05/15/02 | Not filed | 66 |
| | 10-QSB | 06/30/02 | 08/14/02 | Not filed | 63 |
| | 10-QSB | 09/30/02 | 11/14/02 | Not filed | 60 |
| | 10-KSB | 12/31/02 | 03/31/03 | Not filed | 56 |
| | 10-QSB | 03/31/03 | 05/15/03 | Not filed | 54 |
| | 10-QSB | 06/30/03 | 08/14/03 | Not filed | 51 |
| | 10-QSB | 09/30/03 | 11/14/03 | Not filed | 48 |
| | 10-KSB | 12/31/03 | 03/30/04 | Not filed | 44 |
| | 10-QSB | 03/31/04 | 05/17/04 | Not filed | 42 |
| | 10-QSB | 06/30/04 | 08/16/04 | Not filed | 39 |
| | 10-QSB | 09/30/04 | 11/15/04 | Not filed | 36 |
| | 10-KSB | 12/31/04 | 03/31/05 | Not filed | 32 |
| | 10-QSB | 03/31/05 | 05/16/05 | Not filed | 30 |
| | 10-QSB | 06/30/05 | 08/15/05 | Not filed | 27 |
| | 10-QSB | 09/30/05 | 11/14/05 | Not filed | 24 |
| | 10-KSB | 12/31/05 | 03/31/06 | Not filed | 20 |
| | 10-QSB | 03/31/06 | 05/15/06 | Not filed | 18 |
| | 10-QSB | 06/30/06 | 08/14/06 | Not filed | 15 |
| | 10-QSB | 09/30/06 | 11/14/06 | Not filed | 12 |
| | 10-KSB | 12/31/06 | 04/02/07 | Not filed | 7 |
| | 10-QSB | 03/31/07 | 05/15/07 | Not filed | 6 |
| | 10-QSB | 06/30/07 | 08/14/07 | Not filed | 3 |
| 10-QSB | 09/30/07 | 11/14/07 | Not filed | 0 | |

Total Filings Delinquent

37

| Company Name | Form Type | Period Ended | Due Date | Date Received | Months Delinquent (rounded up) |
|------------------------------|-----------|--------------|----------|---------------|--------------------------------|
| MD Healthshares Corp. | | | | | |
| | 10-QSB | 06/30/99 | 08/16/99 | Not filed | 99 |
| | 10-QSB | 09/30/99 | 11/15/99 | Not filed | 96 |
| | 10-KSB | 12/31/99 | 03/30/00 | Not filed | 92 |
| | 10-QSB | 03/31/00 | 05/15/00 | Not filed | 90 |
| | 10-QSB | 06/30/00 | 08/14/00 | Not filed | 87 |
| | 10-QSB | 09/30/00 | 11/14/00 | Not filed | 84 |
| | 10-KSB | 12/31/00 | 04/02/01 | Not filed | 79 |
| | 10-QSB | 03/31/01 | 05/15/01 | Not filed | 78 |
| | 10-QSB | 06/30/01 | 08/14/01 | Not filed | 75 |
| | 10-QSB | 09/30/01 | 11/14/01 | Not filed | 72 |
| | 10-KSB | 12/31/01 | 04/01/02 | Not filed | 67 |
| | 10-QSB | 03/31/02 | 05/15/02 | Not filed | 66 |
| | 10-QSB | 06/30/02 | 08/14/02 | Not filed | 63 |
| | 10-QSB | 09/30/02 | 11/14/02 | Not filed | 60 |
| | 10-KSB | 12/31/02 | 03/31/03 | Not filed | 56 |
| | 10-QSB | 03/31/03 | 05/15/03 | Not filed | 54 |
| | 10-QSB | 06/30/03 | 08/14/03 | Not filed | 51 |
| | 10-QSB | 09/30/03 | 11/14/03 | Not filed | 48 |
| | 10-KSB | 12/31/03 | 03/30/04 | Not filed | 44 |
| | 10-QSB | 03/31/04 | 05/17/04 | Not filed | 42 |
| | 10-QSB | 06/30/04 | 08/16/04 | Not filed | 39 |
| | 10-QSB | 09/30/04 | 11/15/04 | Not filed | 36 |
| | 10-KSB | 12/31/04 | 03/31/05 | Not filed | 32 |
| | 10-QSB | 03/31/05 | 05/16/05 | Not filed | 30 |
| | 10-QSB | 06/30/05 | 08/15/05 | Not filed | 27 |
| | 10-QSB | 09/30/05 | 11/14/05 | Not filed | 24 |
| | 10-KSB | 12/31/05 | 03/31/06 | Not filed | 20 |
| | 10-QSB | 03/31/06 | 05/15/06 | Not filed | 18 |
| | 10-QSB | 06/30/06 | 08/14/06 | Not filed | 15 |
| | 10-QSB | 09/30/06 | 11/14/06 | Not filed | 12 |
| | 10-KSB | 12/31/06 | 04/02/07 | Not filed | 7 |
| | 10-QSB | 03/31/07 | 05/15/07 | Not filed | 6 |
| | 10-QSB | 06/30/07 | 08/14/07 | Not filed | 3 |
| | 10-QSB | 09/30/07 | 11/14/07 | Not filed | 0 |

Total Filings Delinquent

34

| Company Name | Form Type | Period Ended | Due Date | Date Received | Months Delinquent (rounded up) |
|---|-----------|--------------|----------|---------------|--------------------------------|
| Royal Holiday Mobile Estates, Inc. | | | | | |
| | 10-QSB | 09/30/03 | 11/14/03 | Not filed | 48 |
| | 10-KSB | 12/31/03 | 03/30/04 | Not filed | 44 |
| | 10-QSB | 03/31/04 | 05/17/04 | Not filed | 42 |
| | 10-QSB | 06/30/04 | 08/16/04 | Not filed | 39 |
| | 10-QSB | 09/30/04 | 11/15/04 | Not filed | 36 |
| | 10-KSB | 12/31/04 | 03/31/05 | Not filed | 32 |
| | 10-QSB | 03/31/05 | 05/16/05 | Not filed | 30 |
| | 10-QSB | 06/30/05 | 08/15/05 | Not filed | 27 |
| | 10-QSB | 09/30/05 | 11/14/05 | Not filed | 24 |
| | 10-KSB | 12/31/05 | 03/31/06 | Not filed | 20 |
| | 10-QSB | 03/31/06 | 05/15/06 | Not filed | 18 |
| | 10-QSB | 06/30/06 | 08/14/06 | Not filed | 15 |
| | 10-QSB | 09/30/06 | 12/29/06 | Not filed | 11 |
| | 10-KSB | 12/31/06 | 04/02/07 | Not filed | 7 |
| | 10-QSB | 03/31/07 | 05/15/07 | Not filed | 6 |
| | 10-QSB | 06/30/07 | 08/14/07 | Not filed | 3 |
| | 10-QSB | 09/30/07 | 11/14/07 | Not filed | 0 |

Total Filings Delinquent

17

Sales Strategies, Inc.

| | | | | |
|------|----------|----------|-----------|----|
| 10-Q | 09/30/03 | 11/14/03 | Not filed | 48 |
| 10-K | 12/31/03 | 03/30/04 | Not filed | 44 |
| 10-Q | 03/31/04 | 05/17/04 | Not filed | 42 |
| 10-Q | 06/30/04 | 08/16/04 | Not filed | 39 |
| 10-Q | 09/30/04 | 11/15/04 | Not filed | 36 |
| 10-K | 12/31/04 | 03/31/05 | Not filed | 32 |
| 10-Q | 03/31/05 | 05/16/05 | Not filed | 30 |
| 10-Q | 06/30/05 | 08/15/05 | Not filed | 27 |
| 10-Q | 09/30/05 | 11/14/05 | Not filed | 24 |
| 10-K | 12/31/05 | 03/31/06 | Not filed | 20 |
| 10-Q | 03/31/06 | 05/15/06 | Not filed | 18 |
| 10-Q | 06/30/06 | 08/14/06 | Not filed | 15 |
| 10-Q | 09/30/06 | 11/14/06 | Not filed | 12 |
| 10-K | 12/31/06 | 04/02/07 | Not filed | 7 |
| 10-Q | 03/31/07 | 05/15/07 | Not filed | 6 |
| 10-Q | 06/30/07 | 08/14/07 | Not filed | 3 |

| Company Name | Form Type | Period Ended | Due Date | Date Received | Months Delinquent (rounded up) |
|-------------------------------|-------------|--------------|----------|---------------|--------------------------------|
| Sales Strategies, Inc. | <i>10-Q</i> | 09/30/07 | 11/14/07 | Not filed | 0 |
| Total Filings Delinquent | 17 | | | | |