

**UNITED STATES OF AMERICA**  
**Before the**  
**SECURITIES AND EXCHANGE COMMISSION**

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 64531 / May 23, 2011**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-14363**

**In the Matter of**

**Advanced Refractive Technologies, Inc.,**  
**Bluebook International Holding Co. (The),**  
**CBCom, Inc.,**  
**Gener8xion Entertainment, Inc.,**  
**Group Long Distance Inc.,**  
**HiEnergy Technologies, Inc.,**  
**Holter Technologies Holding, A.G.**  
**(n/k/a International Consortium Corp.), and**  
**Inchorus Com**  
**(a/k/a Inchorus.Com, Inc., n/k/a WorldSource,**  
**Inc.),**

**Respondents.**

**ORDER MAKING FINDINGS**  
**AND REVOKING**  
**REGISTRATION OF**  
**SECURITIES PURSUANT TO**  
**SECTION 12(j) OF THE**  
**SECURITIES EXCHANGE ACT**  
**OF 1934 AS TO BLUEBOOK**  
**INTERNATIONAL HOLDING**  
**CO. (THE)**

**I.**

The Securities and Exchange Commission (“Commission”) deems it necessary and appropriate for the protection of investors to accept the Offer of Settlement submitted by Bluebook International Holding Co. (The) (“BBKH” or “Respondent”) pursuant to Rule 240(a) of the Rules of Practice of the Commission, 17 C.F.R. § 201.240(a), for the purpose of settlement of these proceedings initiated against Respondent on May 3, 2011, pursuant to Section 12(j) of the Securities Exchange Act of 1934 (“Exchange Act”).

**II.**

Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over it and the subject matter of these proceedings, which are admitted, Respondent consents to the entry of this Order Making Findings and Revoking Registration of Securities Pursuant to Section 12(j) of the Securities Exchange Act of 1934 as to Bluebook International Holding Co. (The) (“Order”), as set forth below.

### III.

On the basis of this Order and Respondent's Offer, the Commission finds that<sup>1</sup>:

1. BBKH (CIK No. 1126577) is a Delaware corporation located in Lake Forest, California with a class of securities registered with the Commission under Exchange Act Section 12. As of April 26, 2011, the common stock of BBKH (symbol BBKH) was quoted on OTC Link, had four market makers, and was eligible for the "piggyback" exception of Exchange Act Rule 15c2-11(f)(3).

2. BBKH has failed to comply with Exchange Act Section 13(a) and Rules 13a-1 and 13a-13 thereunder because it has not filed any periodic reports with the Commission since the period ended December 31, 2005.

### IV.

In view of the foregoing, the Commission deems it necessary and appropriate for the protection of investors to impose the sanction specified in Respondent's Offer.

Accordingly, it is hereby ORDERED that:

Pursuant to Section 12(j) of the Exchange Act, the registration of each class of Respondent's securities registered pursuant to Exchange Act Section 12 be, and hereby is, revoked.

For the Commission, by its Secretary, pursuant to delegated authority.

Elizabeth M. Murphy  
Secretary

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<sup>1</sup>The findings herein are made pursuant to Respondent's Offer of Settlement and are not binding on any other person or entity in this or any other proceeding.

Service List

Rule 141 of the Commission's Rules of Practice provides that the Secretary, or another duly authorized officer of the Commission, shall serve a copy of the Order Making Findings and Revoking Registration of Securities Pursuant to Section 12(j) of the Securities Exchange Act of 1934 as to Bluebook International Holding Co. (The ("Order")) on the Respondent.

The attached Order has been sent to the following parties and other persons entitled to notice:

The Honorable Robert G. Mahony  
Administrative Law Judge  
Securities and Exchange Commission  
100 F Street, N.E.  
Washington, DC 20549-2557

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