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, ORDER INSTITUTING ADMINISTRATIVE PROCEEDINGS AND NOTICE OF HEARING PURSUANT TO SECTION 12(j) OF THE SECURITIES EXCHANGE ACT 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").

II.

After an investigation, the Division of Enforcement alleges that:

A. <u>RESPONDENTS</u>

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

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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 ceaseand-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. <u>DELINQUENT PERIODIC FILINGS</u>

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

<u>Appendix 1</u>

Chart of Delinquent Filings

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

Brandmakers, Inc.

Brandmakers, Inc.					
	10-KSB	06/30/03	09/29/03	Not filed	19
	10-QSB	09/30/03	11/14/03	Not filed	17
	10-QSB	12/31/03	02/17/04	Not filed	14
	10-QSB	03/31/04	05/17/04	Not filed	11
	10-KSB	06/30/04	09/28/04	Not filed	7
	10-QSB	09/30/04	11/15/04	Not filed	5
	10-QSB	12/31/04	02/14/05	Not filed	2
Total Filings Delinquent	7				
E-REX, Inc.					
	10-KSB	12/31/02	03/31/03	Not filed	25
	10-QSB	03/31/03	05/15/03	Not filed	23
	10-QSB	06/30/03	08/14/03	Not filed	20
	10-QSB	09/30/03	11/14/03	Not filed	17
	10-KSB	12/31/03	03/30/04	Not filed	13
	10-QSB	03/31/04	05/17/04	Not filed	11
	10-QSB	06/30/04	08/16/04	Not filed	8
	10-QSB	09/30/04	11/15/04	Not filed	5
	10-KSB	12/31/04	03/31/05	Not filed	1
Total Filings Delinquent	9				
IEMI					
	10-KSB	12/31/02	03/31/03	Not filed	25
	10-QSB	03/31/03	05/15/03	Not filed	23
	10-QSB	06/30/03	08/14/03	Not filed	20
	10-QSB	09/30/03	11/14/03	Not filed	17
	10-KSB	12/31/03	03/30/04	Not filed	13
	10-QSB	03/31/04	05/17/04	Not filed	11
	10-QSB	06/30/04	08/16/04	Not filed	8
	10-QSB	09/30/04	11/15/04	Not filed	5
	10-KSB	12/31/04	03/31/05	Not filed	1

Consolidated General Corp.

(f/k/a Java Group, Inc.)

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

Total Filings Delinquent32