

## Attn: Trading and Market Making/Legal and Compliance/Operations/Systems UNIFORM PRACTICE ADVISORY (UPC # 053-2005) June 13, 2005

## Gluv Corporation New - Common Stock (OTC: GVRP)\*

Gluv Corporation recently announced that 3 million shares of its common stock were issued PRIOR to the dividend payment date of the forward stock split announced on the Dividend Daily List of May 12, 2005. The Company further states that it appears an unknown number of those shares have been improperly traded in the marketplace.

In response to the Company's press release and other discussions between the Company and SEC staff, on May 27, 2005, the SEC temporarily suspended trading in the securities of Gluv Corporation pursuant to Section 12(k) of the Securities Exchange Act of 1934. The SEC issued this suspension because of questions surrounding the accuracy and adequacy of publicly disseminated information concerning, among other things, the total shares outstanding, the availability of non-restricted shares for trading and delivery, the company's shareholders, and rights with respect to shares of Gluv Corporation.

The SEC's trading suspension terminated on June 10, 2005, at 11:59 p.m. ET. Although trading will no longer be suspended, **members should exercise great caution when executing customer or proprietary trades**, including member-to-member transactions for the purposes of resolving open fails, until such time as members can be assured that the shares in circulation were part of a bona-fide issuance.

Members are reminded that, pursuant to SEC Rule 15c2-11 and NASD Rule 6740, no quotation may be entered unless and until a member has complied with all of the requirements of the rules, including SEC Rule 15c2-11(a)(5). SEC Rule 15c2-11(a) required, among other things, that based on a member's review of the issuer information specified therein, a member must have a reasonable basis under the circumstances to believe that the issuer information is accurate in all material respects and the sources of such information are reliable. Until the questions surrounding the information and documents of Gluv Corporation are resolved, member firms should be aware that in the context of Form 211 filings, NASD has significant concerns as to whether a member would have a reasonable basis to believe the accuracy or reliability of information relating to Gluv Corporation.

Questions regarding this notice may be directed to the Office of General Counsel, Regulatory Policy and Oversight, NASD, at (202) 728-8071; or the Legal Section, Market Regulation, NASD, at (240) 386-5126.

<sup>\*</sup> NASD has been informed by issuer's counsel that Gluv Corporation has changed its name to Media Magic, Inc., although NASD has not received formal notice of such.