

SECURITIES AND EXCHANGE COMMISSION

FORM UPLOAD

SEC-originated letters to filers

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FILED FOR

SUN NEW MEDIA INC.

CIK: **1088005** | IRS No.: **410985135** | State of Incorporation: **MN** | Fiscal Year End: **0331**

Type: **UPLOAD**

SIC: **7389** Business services, nec

Mailing Address

*FOURTH FLOOR
1120 AVENUE OF THE
AMERICAS
NEW YORK NY 10036*

Business Address

*FOURTH FLOOR
1120 AVENUE OF THE
AMERICAS
NEW YORK NY 10036
001 212 626 6744*

Mail Stop 4561

May 8, 2006

Mr. Frank Zhao
Chief Financial Officer
Sun New Media, Inc.
P.O. Box 297
1142 South Diamond Bar Boulevard
Diamond Bar, CA 91765

**RE: Sun New Media, Inc.
Form 8-K filed May 5, 2006
File No. 0-26347**

Dear Mr. Zhao:

We have reviewed your filing and have the following comment. Where indicated, we think you should revise your document in response to this comment. If you disagree, we will consider your explanation as to why our comment is inapplicable or a revision is unnecessary. Please be as detailed as necessary in your explanation. After reviewing this information, we may or may not raise additional comments.

Please understand that the purpose of our review process is to assist you in your compliance with the applicable disclosure requirements and to enhance the overall disclosure in your filing. We look forward to working with you in these respects. We welcome any questions you may have about our comment or on any other aspect of our review. Feel free to call me at the telephone number listed at the end of this letter.

Exhibit 16

1. Please amend your Form 8-K to include a letter from your former accountant, indicating whether or not they agree with your disclosures in the Form 8-K.

We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filing reviewed by the staff to be certain that they have provided all information investors require for an informed investment decision. Since the company and its management are in possession of all facts relating to a company's disclosure, they are responsible for the accuracy and adequacy of the disclosures they have made.

In connection with responding to our comment, please provide, in writing, a statement from the company acknowledging that:

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- the company is responsible for the adequacy and accuracy of the disclosure in the filing;
- staff comments or changes to disclosure in response to staff comments do not foreclose the Commission from taking any action with respect to the filing; and
- the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States.

In addition, please be advised that the Division of Enforcement has access to all information you provide to the staff of the Division of Corporation Finance in our review of your filing or in response to our comment on your filing.

Please provide the supplemental information requested above within five business days from the date of this letter. The supplemental information should be filed as correspondence on EDGAR.

Any questions regarding the above should be directed to me at (202) 551-3432.

Sincerely,

William H. Demarest
Staff Accountant