

NOTIFICATION OF LATE FILING

Name of the Issuer: Hall of Fame Beverages, INC.

Check One:  Annual Report  Quarterly Report  Interim Report

For Period Ended: 06/30/2010

Address of Principal Executive Office (Street and Number):

Calvin Ross  
263 W. Olive Ave.  
Burbank, CA 91502

State below in reasonable detail why the Annual/Quarterly Report, could not be filed within the prescribed time period.

CPA was on vacation and therefore is behind on preparing the 2rd quarter financial statements.

Anticipated Filing Date: 08/20/2010

[Please be informed that the filing of this notification grants issuers 5 additional calendar days to post a Quarterly or Interim Report and 15 calendar days to post an Annual Report.]

Person to contact in regard to this notification:

Date: 8/12/2010

Signature: Calvin Ross

Name: Calvin Ross

Title: CFO