

Edgar Filing: RARE MEDIUM GROUP INC - Form 8-K

RARE MEDIUM GROUP INC  
Form 8-K  
October 19, 2001

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

Current Report Pursuant to Section 13 or 15(d) of  
The Securities Exchange Act of 1934

Date of Report (Date of earliest reported event): October 19, 2001  
October 15, 2001

Rare Medium Group, Inc.  
(Exact name of registrant as specified in its charter)

|   |                       |                                      |
|---|-----------------------|--------------------------------------|
| Delaware  | 000-13865             | 23-2368845                           |
| (State or other jurisdiction of<br>incorporation or organization) | (Commission File No.) | (IRS Employer<br>Identification No.) |

28 West 23rd Street  
New York, NY 10010  
(646) 638-9700  
(Address, including zip code, and telephone number,  
including area code, of registrant's principal  
executive offices)

Item 5. Other Events.

On October 15, 2001, the Registrant issued a press release filed  
herewith as Exhibit 99.1, which is incorporated herein by reference.

Item 7. Financial Statements, Pro Forma Financial Information and Exhibits.

(a) Financial Statements of Businesses Acquired.

Not applicable.

(b) Pro Forma Financial Information.

Not applicable.

(c) Exhibits.

| Exhibit No. | Description   |
|-------------|---|
| 99.1        | Press Release issued by Rare Medium<br>Group, Inc. on October 15, 2001. |

SIGNATURES

Edgar Filing: RARE MEDIUM GROUP INC - Form 8-K

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 19, 2001

RARE MEDIUM GROUP, INC.  
(Registrant)

By: /s/ Robert C. Lewis

-----  
Name: Robert C. Lewis  
Title: Senior Vice President  
and General Counsel