

Edgar Filing: NEWBY STEVEN T - Form SC 13G/A

NEWBY STEVEN T  
Form SC 13G/A  
August 31, 2012

COMPANY DATA:

COMPANY CONFORMED NAME: DIRECT MARKETS HOLDINGS CORP  
CENTRAL INDEX KEY: 0001054303  
SIC: 6211  
IRS NUMBER: 84-1374481  
STATE OF INCORPORATION: DE  
FISCAL YEAR END: 12/31

FILING VALUES:

FORM TYPE: SC 13G/A  
SEC ACT: 1934 Act  
SEC FILE NUMBER:  
FILM NUMBER:

BUSINESS ADDRESS:

STREET 1: 1251 AVENUE OF THE AMERICAS 20TH FLOOR  
CITY: NEW YORK  
STATE: NY  
ZIP: 10020  
BUSINESS PHONE: 212-356-0500

FILED BY:

COMPANY DATA:

COMPANY CONFORMED NAME: Newby Steven T  
CENTRAL INDEX KEY: 0000905383

FILING VALUES:

FORM TYPE: SC 13G/A

BUSINESS ADDRESS:

BUSINESS PHONE: 3019906364

MAIL ADDRESS:

STREET 1: 12716 Split Creek Court  
CITY: North Potomac  
STATE: MD  
ZIP: 20878

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G/A  
Under the Securities Exchange Act of 1934

DIRECT MARKETS HOLDINGS CORP  
(Name of Issuer)

Common Stock, par vale \$0.001 per share  
(Title of Class of Securities)

25456U109  
(CUSIP Number)

Edgar Filing: NEWBY STEVEN T - Form SC 13G/A

AUGUST 23, 2012

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

CUSIP No. 25456U109.....

1. Names of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

.....  
STEVEN T NEWBY

2. Check the Appropriate Box if a Member of a Group (See Instructions)

(a) .....

(b) .....

3. SEC Use Only

.....

4. Citizenship or Place of Organization

.....  
United States of America

Number of  
Shares  
Beneficially  
Owned by  
Each Reporting  
Person With

5. Sole Voting Power

.....  
1,600,000 Shares

6. Shared Voting Power

.....

7. Sole Dispositive

Edgar Filing: NEWBY STEVEN T - Form SC 13G/A

Power.....  
1,600,000 Shares

8.Shared Dispositive Power  
.....

9.Aggregate Amount Beneficially Owned by Each Reporting  
Person.....  
1,600,000 Shares

10.Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See  
Instructions).....

11.Percent of Class Represented by Amount in Row (9)  
.....  
4.91%\*

12.Type of Reporting Person (See Instructions)  
.....  
INDIVIDUAL  
.....

\* Percentage based on 32,582,499 shares of Issuer's common stock  
outstanding as of August 12, 2012.

Item 1(a)Name of Issuer  
DIRECT MARKETS HOLDINGS CORP.

Item 1(b)Address of Issuer's Principal Executive Offices  
1251 AVENUE OF THE AMERICAS, 20TH FLOOR, NY, NY, 10020

Item 2(a)Name of Person Filing  
Steven T Newby

Item 2(b)Address of Principal Business Office or, if none, Residence  
12716 Split Creek Court, North Potomac, MD, 20878

Item 2(c)Citizenship  
United States of America

Edgar Filing: NEWBY STEVEN T - Form SC 13G/A

Item 2(d) Title of Class of Securities

Common Stock, par value \$0.001 per share

Item 2(e) CUSIP Number

25456U109

Item 3. If this statement is filed pursuant to 13d-1(b) or 13d-2(b) or (c), check whether the person filing is a:

- (a)  Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o).
- (b)  Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c)  Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c).
- (d)  Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).
- (e)  An investment adviser in accordance with 13d-1(b)(1)(ii)(E);
- (f)  An employee benefit plan or endowment fund in accordance with 13d-1(b)(1)(ii)(F);
- (g)  A parent holding company or control person in accordance with 13d-1(b)(1)(ii)(G);
- (h)  A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i)  A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j)  Group, in accordance with 13d-1(b)(1)(ii)(J).

Item 4. Ownership.

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

(a) Amount beneficially owned: 1,600,000.

(b) Percent of class: 4.91%

(c) Number of shares as to which the person has:

(i) Sole power to vote or to direct the vote 1,600,000.

(ii) Shared power to vote or to direct the vote \_\_\_\_\_.

(iii) Sole power to dispose or to direct the disposition of 1,600,000.

Edgar Filing: NEWBY STEVEN T - Form SC 13G/A

(iv) Shared power to dispose or to direct the disposition of \_\_\_\_\_.

Item 5. Ownership of Five Percent or Less of a Class

If this statement is being filed to report the fact that as of the date hereof the reporting person has become the beneficial owner of less than five percent of the class of securities, check the following [ X ].

Item 6. Ownership of More than Five Percent OF A Class.

Not Applicable

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company or Control Person.

Not applicable.

Item 8. Identification and Classification of Members of the Group

Not applicable

Item 9. Notice of Dissolution of Group

Not applicable.

Item 10. Certification

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

\_\_\_\_\_  
Date           AUGUST 31st, 2012

\_\_\_\_\_  
Signature /s/ Steven T Newby