GENESISINTERMEDIA COM INC Form 4/A April 23, 2001

> U.S. SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

> > FORM 4/A

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(f) of the Investment Company Act of 1940

- [ ] Check box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b)
- 1. Name and Address of Reporting Person\*

Ultimate Holdings, Ltd., a Bermuda limited company

(	Last)	(First)	(Middle)	
		13 Parliament St. Hamilton		
		(Street)		
		HM 12 Bermuda		
(	City)	(State)	(Zip)	
2.	Issuer Name a	nd Ticker or Trading Symbol		
	GenesisIn	termedia.com, Inc. GEN	C	
3.	IRS Identific	ation Number of Reporting Person,if	an Entity (Voluntary)	
4.	Statement for	Month/Year		
5.	If Amendment, 3/01	Date of Original (Month/Year)		
6.	Relationship (Check all ap	of Reporting Person to Issuer plicable)		
	[ ] Director [ ] Officer	[X] 10% Own (give title below) [] Other (sj		
7.	Individual or	Joint/Group Filing (Check applical	ole line)	
		ed by one Reporting Person ed by more than one Reporting Person	1	
Tabl	e INon-Deriv.	ative Securities Acquired, Disposed	of, or Beneficially Owned	
	Citle of Securi (Instr. 3)	ty 2. Transaction 3.Transact Date Code	ion 4. Securities Acquired(A) or Disposed of (D)	) 5. Amour Securi

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	(Month/Date/ Year)	(Instr	.8)	(Inst	r. 3,4 A or	and 5)	Benefic: Owned at of Mo
		Code	V	Amount	D	Price	(Instr. 3
Common Stock	03/02/01	S		10,000	 D	\$21.406	
Common Stock	03/06/01	S		30,000	D	\$17.00	
Common Stock	03/07/01	S		20,000	D	\$21.562	
Common Stock	03/12/01	S		20,600	D	\$23.5266	
Common Stock	03/13/01	S		2,100	D	\$23.3750	
Common Stock	03/15/01	P		70,000	A	\$22.1850	
Common Stock	03/16/01	P		10,000	A	\$22.1850	
Common Stock	03/19/01	P		15,000	A	\$22.1850	
Common Stock	03/20/01	P		12,400	A	\$22.2576	
Common Stock	03/21/01	P		19,200	A	\$21.9838	
Common Stock	03/22/01	P		129,600	A	\$7.1621	
Common Stock	03/23/01	P		21,000	A	\$7.3100	
Common Stock	03/26/01	P		17,185	A	\$7.3180	
Common Stock	03/27/01	P		36,500	A	\$7.5396	
Common Stock	03/28/01	P		36,350	A	\$7.56	
Common Stock	03/29/01	P		26,000	А	\$7.56	9,514,2
5(b)(v).	filed by more than one a separate line for e directly.	-	5	·			
Form 4 (continued)							
Table II (PART 1) De	erivative Securities A (e.g., puts,	-	-			-	
1. Title of Derivativ	ve 2. Conversion			on 4.Trans			

(Instr. 3) Price of (Month/Day/ (Inst Derivative Year) Security Code	tr. 8) V	Securities A or Dispose (Instr. 3, A	ed of (
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Table II (PART 2) Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) (Columns 1,3 and 7 throw

1. Title of	3. Transaction	7. Title and Amount	8. Price	9. Number of 10.	Owne
Derivative	Date	of Underlying	of Derivative	Derivative	D
Security	(Month/Day/Year)	Securities	Security	Securities	S
(Instr. 3)		(Instr. 3 and 4)	(Instr. 5)	Beneficially	Di
		Amount or Num	nber	Owned at End of	In
		Title of Shares	3	Month (Instr. 4)	(

Explanation of Responses:

\*Amendment filed due to incorrect amount reported under shares beneficially held by Ultimate Holdings, Ltd.

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Reporting Person executed trades following that date that were subject to Section 16(b) prohibition on "short-swing" profits. As a result, Reporting Person has disgorged to Issuer "short-swing" profits in the amount of \$836,000. The price per share of the purchases reflected above, when matched against previous sale price pursuant to Section 16(b), resulted in the larger "short-swing" profits figure.

Colette Johnston is the Company Administrator of Ultimate Holdings, Ltd.

/s/ Colette Johnston

April 16, 2001

\*\*Signature of Reporting Person

Date

 $^{\star\star} International misstatements or omissions of facts constitute Federal Criminal Violations.$ 

See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this form, one of which must be manually signed. If space provided is insufficient, See Instruction 6 for procedure.

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