# Edgar Filing: ULTIMATE HOLDINGS LTD - Form 4

#### **ULTIMATE HOLDINGS LTD**

Form 4 August 10, 2001

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

> > FORM 4

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) (Middle)	
	13 Parliament St. Hamilton	
	(Street)	
	HM 12 Bermuda	
	(City) (State) (Zip)	
2.	Issuer Name and Ticker or Trading Symbol	
	GenesisIntermedia, Inc. GENI	
3.	IRS Identification Number of Reporting Person, if an Entity (Voluntary)	
4.	Statement for Month/Year	
	07/01	
5.	If Amendment, Date of Original (Month/Year)	
6.	Relationship of Reporting Person to Issuer (Check all applicable)	
	[] Director [X] 10% Owner [] Officer (give title below) [] Other (specify below)	
7.	Individual or Joint/Group Filing (Check applicable line)	
	<pre>[X] Form filed by one Reporting Person [ ] Form filed by more than one Reporting Person</pre>	
Tab	le INon-Derivative Securities Acquired, Disposed of, or Beneficially Owned	
	Title of Security 2. Transaction 3.Transaction 4. Securities Acquired(A) (Instr. 3) Date Code or Disposed of (D)	5. Amount Securit

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	(Month/Da	te/ (Inst	(Instr.8) (Instr. 3,4 and 5)				Benefici	
	Year)			A			Owned at	
					or		of Mo	
		Code	V	Amount	D	Price	(Instr. 3	
Common Stoc	k 07/13/01	 S		500,000*	D	\$14.00		
Common Stoc	k 07/18/01	P		86,500	A	\$17.7457		
Common Stoc	k 07/19/01	P		55 <b>,</b> 800	A	\$17.7600		
Common Stoc	k 07/20/01	P		111,000	A	\$17.7600		
Common Stoc	k 07/21/01	P		6,700	A	\$17.8100	8,503,8	

<sup>\*</sup> If the Form is filed by more than one Reporting Person, see Instruction  $5\left(b\right)\left(v\right)$ .

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Form 4 (continued)

Table II (PART 1) Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) (Col

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/ Year)	4.Transaction Code (Instr. 8) Code V	5. Number of Derivat Securities Acquire or Disposed of ( (Instr. 3,4 and A
Option	\$9.00	6/29/01	 S	2,00

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 through

1. Title of	3. Transaction	7. Title and	Amount	8.	Price	9. Number of	10.	Owne
Derivative	Date	of Underl	ying	of	Derivative	Derivative		D
Security	(Month/Day/Year)	Securiti	es		Security	Securities		S
(Instr. 3)		(Instr. 3	and 4)	( -	Instr. 5)	Beneficially		Di
		Amo	unt or Num	nber		Owned at End	of	In
		Title	of Shares	3		Month (Instr	. 4)	(
Option	6/29/01 C	Common Stock	2,000,000	)				

## Explanation of Responses:

(1) Reporting Person has executed trades that were subject to Section 16(b) prohibition on "short-swing" profits, including the sale of the options to purchase its common stock at \$9.00 per share. As a result, Reporting Person has undertaken to disgorge to Issuer its "short-swing" profits calculated pursuant to Section 16(b).

\*These shares were sold in a private transaction with Orbitex Info-Tech & Communication Fund.

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

/s/ Colette Johnston

August 10, 2001

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**Signature	of	Reporting	Person	Date

 $\mbox{\tt **International}$  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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