

DIRECT MARKETS HOLDINGS CORP.

Form 25

September 28, 2012

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

FORM 25

NOTIFICATION OF  
REMOVAL FROM  
LISTING AND/OR  
REGISTRATION UNDER  
SECTION 12(b) OF THE  
SECURITIES EXCHANGE  
ACT OF 1934.

Commission

File001-33737

Number

**Issuer:** Direct Markets  
Holdings Corp.

**Exchange:** NASDAQ  
Stock Market LLC

(Exact name of Issuer as  
specified in its charter, and  
name of Exchange where  
security is listed and/or  
registered)

1251 Avenue of the  
Americas, New York, NY  
(Address, including zip  
code, and telephone  
number, including area  
code, of Issuer's principal  
executive offices)

Common Stock, par value

\$.001 per share

(Description of class of  
securities)

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Please place an X in the box to designate the rule provision relied upon to strike the class of securities from listing and registration:

- 17CFR240.12d2-2(a)(1)
- 17CFR240.12d2-2(a)(2)
- 17CFR240.12d2-2(a)(3)
- 17CFR240.12d2-2(a)(4)
- Pursuant to 17 CFR 240.12d2-2(b), the Exchange has complied with its rules to strike the class of securities from listing and/or withdraw registration on the Exchange.(1)
- Pursuant to 17 CFR 240.12d2-2(c), the Issuer has complied with the rules of the Exchange and the requirements of 17 CFR 240.12d2-2(c) governing the voluntary withdrawal of the class of securities from listing and registration on the Exchange.

Pursuant to the requirements of the Securities Exchange Act of 1934, Direct Markets Holdings Corp. (Name of Issuer or Exchange) certifies that it has reasonable grounds to believe that it meets all of the requirements for filing the Form 25 and has caused this notification to be signed on its behalf by the undersigned duly authorized person.

September 28, 2012	By/s/Edward Rubin	Chief Executive Officer
Date	Name	Title

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