

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.

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