

Edgar Filing: DIGITAL IMPACT INC /DE/ - Form 8-K

DIGITAL IMPACT INC /DE/  
Form 8-K  
February 11, 2005

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549

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FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15(d) of  
The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported)

February 10, 2005

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DIGITAL IMPACT, INC.  
(Exact name of registrant as specified in its charter)

|                                                   |                          |                                      |
|---------------------------------------------------|--------------------------|--------------------------------------|
| Delaware                                          | 000-27787                | 94-3286913                           |
| -----                                             | -----                    | -----                                |
| (State or other jurisdiction<br>of incorporation) | (Commission File Number) | (IRS Employer<br>Identification No.) |

177 Bovet Road  
San Mateo, California 94402  
(Address of principal executive offices, including zip code)

(650) 356-3400  
(Registrant's telephone number, including area code)

N.A.  
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to  
simultaneously satisfy the filing obligation of the registrant under any of the  
following provisions (see General Instruction A.2. below):

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17  
CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17  
CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the  
Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the  
Exchange Act (17 CFR 240.13e-4(c))
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### Item 8.01. Other Events

Digital Impact issued a press release, dated February 10, 2005 (the "Press Release"), which is attached as Exhibit 99.1 hereto and incorporated herein by reference.

### Item 9.01. Financial Statements and Exhibits

#### (c) Exhibits.

| Exhibit No.<br>----- | Description<br>----- |
|----------------------|----------------------|
| 99.1                 | Press Release        |

### SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Digital Impact, Inc.

By: /s/ David Oppenheimer

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David Oppenheimer  
Senior Vice President, Finance and  
Chief Financial Officer

Date: February 11, 2005

### EXHIBIT INDEX

| Exhibit No.<br>----- | Description<br>----- |
|----------------------|----------------------|
| 99.1                 | Press Release        |