

ACCELERIZE NEW MEDIA INC
Form 8-K
November 29, 2013

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, DC 20549

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): **November 29, 2013 (November 22, 2013)**

ACCELERIZE NEW MEDIA, INC.

(Exact Name of Registrant as Specified in Its Charter)

Delaware

(State or Other Jurisdiction of Incorporation)

000-52635

(Commission File Number)

20-3838769

(IRS Employer Identification No.)

2244 West Coast Highway, Suite 250

Newport Beach, California

92663

(Address of Principal Executive Offices)

(Zip
Code)

(949) 515-2141

(Registrant's Telephone Number, Including Area Code)

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:

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))

ITEM 1.01 ENTRY INTO A MATERIAL DEFINITIVE AGREEMENT.

On November 22, 2013, Accelerize New Media, Inc., or the Company, entered into a Referral Agreement between the Company and Digital River Marketing Solutions, Inc., or the Referrer, pursuant to which the Referrer has agreed to refer certain of its existing and potential clients to the Company in consideration for the payment by the Company to the Referrer of a minimum payment of \$1,000,000, payable in four equal quarterly installments on each of March 31, June 30, September 30 and December 31, 2014, plus certain potential additional referral fees.

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.

ACCELERIZE NEW MEDIA, INC.

By: /s/ Brian Ross

Name: Brian Ross

Title: President and Chief Executive Officer

Date: November 29, 2013