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RARE MEDIUM GROUP INC
Form 8-K
October 19, 2001

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 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 reported event): October 19, 2001
October 15, 2001

Rare Medium Group, Inc.
(Exact name of registrant as specified in its charter)

Delaware	000-13865	23-2368845
(State or other jurisdiction of incorporation or organization)	(Commission File No.)	(IRS Employer Identification No.)

28 West 23rd Street
New York, NY 10010
(646) 638-9700
(Address, including zip code, and telephone number,
including area code, of registrant's principal
executive offices)

Item 5. Other Events.

On October 15, 2001, the Registrant issued a press release filed
herewith as Exhibit 99.1, which is incorporated herein by reference.

Item 7. Financial Statements, Pro Forma Financial Information and Exhibits.

(a) Financial Statements of Businesses Acquired.

Not applicable.

(b) Pro Forma Financial Information.

Not applicable.

(c) Exhibits.

Exhibit No.	Description
99.1	Press Release issued by Rare Medium Group, Inc. on October 15, 2001.

SIGNATURES

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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.

Date: October 19, 2001

RARE MEDIUM GROUP, INC.
(Registrant)

By: /s/ Robert C. Lewis

Name: Robert C. Lewis
Title: Senior Vice President
and General Counsel