

# SECURITIES AND EXCHANGE COMMISSION

## FORM 8-K

Current report filing

Filing Date: **1996-08-26** | Period of Report: **1996-08-13**  
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### FILER

#### **NATIONAL MEDIA CORP**

CIK: **70412** | IRS No.: **132658741** | State of Incorporation: **DE** | Fiscal Year End: **0331**  
Type: **8-K** | Act: **34** | File No.: **001-06715** | Film No.: **96620457**  
SIC: **5961** Catalog & mail-order houses

Mailing Address  
1700 WALNUT STREET  
PHILADELPHIA PA 19103

Business Address  
1700 WALNUT ST  
PHILADELPHIA PA 19103  
2157725000

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 event reported) August 13, 1996  
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NATIONAL MEDIA CORPORATION  
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(Exact name of registrant as specified in charter)

Delaware  
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(State or other juris-  
diction of incorporation)

I-6715  
-----

(Commission File Number)

13-2658741  
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(IRS Employer Identi-  
fication No.)

1700 Walnut Street, Philadelphia, PA  
-----

(Address of principle executive offices)

19103  
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(Zip Code)

Registrant's telephone number, including area code 215-772-5000  
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N/A  
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(Former name or former address, if changed since last report.)  
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Exhibit Index appears on Page 4

Item 5: Other Events.

On August 13, 1996, Registrant announced that it had completed the acquisition (the "Acquisition") of Nancy Langston & Associates, Inc., a nationally-known media buying agency located in Phoenix, Arizona. A copy of the press release announcing the Acquisition is attached hereto as Exhibit 99.

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

(c) Exhibits.

99 Press release dated August 13, 1996.

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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.

NATIONAL MEDIA CORPORATION  
(Registrant)

Date: August 26, 1996  
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By: /s/ James M. Gallagher  
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Name: James M. Gallagher

Title: Vice President and Chief Financial  
Officer

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EXHIBIT INDEX

Exhibit No.

99 Press release dated August 13, 1996.



NATIONAL MEDIA CORPORATION ACQUIRES  
NANCY LANGSTON & ASSOCIATES, INC.

Terms of the Acquisition Were Not Disclosed

Philadelphia, PA, August 13, 1996 - National Media Corporation (NYSE:NM) today announced it had acquired Nancy Langston & Associates, Inc., a nationally known media buying agency located in Phoenix, Ariz.

Nancy Langston, President of the company, was formerly a president of a National Media Corporation subsidiary company. "It is a pleasure to rejoin a company which is the most important international force in our industry," Ms. Langston said.

Nancy Langston and Associates will remain in Phoenix, operating under the same name, as a wholly owned subsidiary.

Mark P. Hershorn, President and Chief Executive Officer of National Media Corporation, said, "Nancy Langston has built an outstanding team and a well-deserved positive reputation in the television industry as a media buyer for some of our major competitors. We're excited to have her back at National Media."

National Media Corporation is the world's largest publicly held infomercial company and has built a strong, integrated, global consumer marketing company through its expertise in transactional television and, with its subsidiary companies, brings infomercial programming to more than 270 million households worldwide.

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[To request previous press releases on National Media Corporation please contact, PR Newswire at (800) 758-5804 Ext 604644]