

# SECURITIES AND EXCHANGE COMMISSION

## FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2005-05-02** | Period of Report: **2005-04-30**  
SEC Accession No. **0000057606-05-000007**

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### ISSUER

#### COOLSAVINGS INC

CIK: **1087875** | IRS No.: **364462895** | State of Incorporation: **DE** | Fiscal Year End: **1231**  
SIC: **7389** Business services, nec

Mailing Address  
360 N. MICHIGAN AVENUE  
19TH FLOOR  
CHICAGO IL 60601

Business Address  
360 N. MICHIGAN AVE  
19TH FLOOR  
CHICAGO IL 60601  
312 224 5000

### REPORTING OWNER

#### LANDMARK COMMUNICATIONS INC

CIK: **57606**  
Type: **4** | Act: **34** | File No.: **000-30199** | Film No.: **05788499**

Mailing Address  
C/O GUY R. FRIDDELL, III  
150 W BRAMBLETON AVE  
NORFOLK VA 23510

Business Address  
150 W BRAMBLETON AVE  
NORFOLK VA 23510-2075

# FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

### OMB APPROVAL

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### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person <b>LANDMARK COMMUNICATIONS INC</b>			2. Issuer Name and Ticker or Trading Symbol <b>COOLSAVINGS INC [csav]</b>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)				
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <b>04/30/2005</b>			6. Individual or Joint/Group Filing (Check applicable line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> Form Filed by More than One Reporting Person				
C/O GUY R. FRIDDELL, III, 150 W BRAMBLETON AVE			4. If Amendment, Date Original Filed(Month/Day/Year)							
(Street) NORFOLK, VA 23510										
(City)		(State)	(Zip)							

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Warrant	\$0.5 <sup>(1)</sup>	04/30/2005		J <sup>(2)</sup>		256,180		05/01/2005	07/30/2009	Common Stock	256,180	\$ 0	13,209,125	D	

#### Explanation of Responses:

- Increases to \$0.75 after July 31, 2005 if not sooner exercised.
- Under the terms of an Amended and Restated Loan Agreement dated as of July 30, 2001, as amended (the "Loan Agreement"), between the Issuer and Landmark Communications, Inc. ("Landmark") and a Common Stock Purchase Warrant issued to Landmark by the Issuer on November 12, 2001, interest on the loan outstanding under the Loan Agreement compounded on April 30, 2005, which, in turn, resulted in the grant to Landmark of warrants to purchase up to an additional 256,180 shares of the Issuer's Common Stock, par value \$0.001 per share (such warrants being reported herein).

#### Signatures

Guy R. Friddell, III, Executive Vice President, Landmark Communications, Inc.

05/02/2005

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.**