

ACE MARKETING & PROMOTIONS INC  
Form 8-K  
August 07, 2012

U.S. 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 7, 2012 (August 7, 2012)

Ace Marketing & Promotions, Inc.

(Exact name of registrant as specified in its charter)

New York                      000-51160    11-3427886  
(State or other jurisdiction (Commission (IRS Employer  
of incorporation)              File Number) Identification No.)

600 Old Country Road, Suite 541, Garden City, NY 11530

(Address of principal executive offices (Zip Code)

Registrant's telephone number: (516) 256-7766

---

(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 (17CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17CFR 240.13e-4(c))

**Item 7.01. Regulation FD Disclosure**

On August 7, 2012, the Company issued a press release, a copy of which is appended hereto.

**Item 8.01 Other Events**

On August 7, 2012, Ace Marketing & Promotions, Inc. announced that it has extended the expiration date of its Class D Common Stock Purchase Warrants to February 21, 2013. The exercise price of \$1.00 per share remains unchanged.

**Item 9.01. Financial Statements and Exhibits.**

(d) Exhibits

Exhibit Description

99.1 Press release dated August 7, 2012. (Filed herewith.)

SIGNATURE

Pursuant to the requirements of Section 13 or 15(b) of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

ACE MARKETING & PROMOTIONS, INC.

Dated: August 7, 2012 By: /s/ Dean L. Julia  
Dean L. Julia, Co-Chief Executive Officer