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AMARU INC
Form 8-K
April 02, 2009

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) March 31, 2008

AMARU, INC.

(exact name of registrant as specified in its charter)

Nevada

(State or other jurisdiction of incorporation)

000-32695

88-0490089

Commission File Number

IRS Employer Identification Number

112 Middle Road, #08-01 Midland House, Singapore 188970

(Address of principal executive offices)

Registrant's telephone number, including area code: (65) 6332 9287

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 (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))

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ITEM 8.01 OTHER EVENTS

As of March 31, 2009, an 81.6% owned subsidiary of Amaru, Inc. (the "Company"), M2b World Asia Pacific Pte Ltd., a Singapore corporation ("M2B") entered into WOWtv Strategic Frame Agreement of Online Advertisement with Beijing Baidu Netcom Science and Technology Co.Ltd. ("Baidu"), a corporation incorporated in China and listed on Nasdaq (the "Agreement"). Baidu is the biggest search engine in China.

M2B intends to enter into a strategic partnership with Baidu to provide content services to Baidu.com users. Both parties intention is to work towards a business model of Baidu contributing traffic to the WOWtv site of M2B in Chinese.

Under the terms of the Agreement, M2B will be responsible for design and marketing of WowTv China website, for constant maintenance and update of program inclusive of post-production, editing, encoding and formatting of content, as well as all advertising sales on the Chinese WOWtv website during the period of the Agreement. Baidu agrees to display WOWtv advertisement at Baidu's site, provide report of the traffic contribution to WOWtv site, and provide material and technical support to meet M2B requirements.

Although the Agreement was entered in the ordinary course of business by M2B, it marks an important milestone for the Company by the Company's access to China market.

SIGNATURES

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

Dated: April 1, 2009

AMARU, INC.

By: /s/ Colin Binny

Colin Binny
President