Edgar Filing: VALUEVISION MEDIA INC - Form 4

VALUEVIS Form 4 October 30,	ION MEDIA IN 2014	С									
FORN Check th if no long subject to	Wa	shington NGES IN	, D.C. 20 BENEF	549		OMMISSION ERSHIP OF	OMB AF OMB Number: Expires: Estimated a	PROVAL 3235-0287 January 31, 2005 verage			
Section 1 Form 4 c Form 5 obligatio may com <i>See</i> Instr 1(b).	Filed pur Filed pur Section 17(SECURITIES burden hours per response 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									
(Print or Type]	-										
1. Name and Address of Reporting Person <u>*</u> GE CAPITAL EQUITY INVESTMENTS INC								5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) (First) (Middle) 201 MERRITT 7,			3. Date of Earliest Transaction (Month/Day/Year) 10/28/2014					Director Officer (give title Other (specify below) Other (specify below)			
			Filed(Month/Day/Year)					6. Individual or Joint/Group Filing(Check Applicable Line) Form filed by One Reporting Person _X_ Form filed by More than One Reporting Person			
(City)	(State)	(Zip)	Tab	le I - Non-l	Derivative	Secur	ities Acqu	ired, Disposed of,	or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Transaction Date 2A. Deemed fonth/Day/Year) Execution Date, if any (Month/Day/Year)			4. Securit our Dispos (Instr. 3, 4	ed of ((D)) 5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	OwnershipIncForm:BeDirect (D)Ov	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common Stock	10/28/2014			Code V S	Amount 79,482 (1)	(D) D	Price \$ 5.4653 (2) (1)	(Instr. 3 and 4) 4,815,828	D <u>(3)</u>		
Common Stock	10/29/2014			S	47,694 (1)	D	\$ 5.5288 (1) (4)	4,768,134	D (3)		

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

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 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. Transactio Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Tit Amou Unde Secur (Instr	unt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
GE CAPITAL EQUITY INVESTMENTS INC 201 MERRITT 7 NORWALK, CT 06851		Х				
GENERAL ELECTRIC CAPITAL CORP 901 MAIN AVENUE NORWALK, CT 06851-1168		Х				
GENERAL ELECTRIC CO 3135 EASTON TURNPIKE W3F FAIRFIELD, CT 06828		Х				
Signatures						
/s/ Patrick Kocsi, President & CEO/GECEI	10/30/20	14				
**Signature of Reporting Person	Date					

Explanation of Responses:

- * 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).

The number of securities reported represents an aggregate number of shares sold by GE Capital Equity Investments, Inc. ("GECEI") in multiple market transactions over a range of sales prices. The price reported represents the weighted average price per share. The

- (1) Inductive market market market of safes prices. The price reported represents the weighted average price per share. The Reporting Persons undertake to provide the staff of the SEC, the Issuer, or a stockholder of the Issuer, upon request, the number of shares sold by GECEI at each separate price within the range.
- (2) Sale prices range from \$5.38 to \$5.60 per share, inclusive.
- (3) Directly owned by GECEI. Indirectly owned by General Electric Capital Corporation ("GE Capital") because, among other things, GECEI is a wholly-owned subsidiary of GE Capital. See Exhibit 99.1, incorporated by reference herein.

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(4) Sale prices range from \$5.47 to \$5.68 per share, inclusive.

Remarks:

Exhibit 99.1- Joint Filer Information, incorporated herein by reference

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.