

MMAX MEDIA, INC.  
Form NT 10-Q  
November 14, 2011

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 12b-25  
NOTIFICATION OF LATE FILING**

(Check one):      Form      Form      Form      ü Form      Form      Form      Form      Form  
10-K      20-F      11-K      10-Q      10-D      N-SAR      N-CSR

For Period      SEPTEMBER 30, 2011  
Ended:

Transition Report on Form 10-K

Transition Report on Form 20-F

Transition Report on Form 11-K

Transition Report on Form 10-Q

Transition Report on Form N-SAR

For the Transition Period  
Ended:

*Read Instructions (on back page) Before Preparing Form. Please Print or Type.*

**Nothing in this form shall be construed to imply that the Commission has verified any information contained herein.**

If the notification relates to a portion of the filing checked above, identify the Item(s) to which the notification relates:

**PART I    REGISTRANT INFORMATION**

**MMAX MEDIA, INC.**  
Full Name of Registrant.

Former Name if Applicable

**511 N. E. 3<sup>rd</sup> Avenue, 1<sup>st</sup> Floor**  
Address of Principal Executive Office (*Street and Number*)

**Fort Lauderdale, Florida 33301**

City, State and Zip Code:

**PART II RULES 12b-25(b) AND (c)**

If the subject report could not be filed without unreasonable effort or expense and the registrant seeks relief pursuant to Rule 12b-25(b), the following should be completed. (Check box if appropriate)

- ü (a) The reason described in reasonable detail in Part III of this form could not be eliminated without unreasonable effort or expense;
  - ü (b) The subject annual report, semi-annual report, transition report on Form 10-K, Form 20-F, Form 11-K, Form N-SAR or Form N-CSR, or portion thereof, will be filed on or before the fifteenth calendar day following the prescribed due date; or the subject quarterly report or transition report on Form 10-Q or subject distribution report on Form 10-D, or portion thereof, will be filed on or before the fifth calendar day following the prescribed due date; and
  - (c) The accountant's statement or other exhibit required by Rule 12b-25(c) has been attached if applicable.
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**PART III NARRATIVE**

State below in reasonable detail the reasons why Forms 10-K, 20-F, 11-K, 10-Q, 10-D, N-SAR, N-CSR, or the transition report or portion thereof, could not be filed within the prescribed time period. (Attach extra Sheets if Needed)

Certain financial and other information necessary for an accurate and full completion of the Report could not be provided within the prescribed time period without unreasonable effort or expense.

**PART IV OTHER INFORMATION**

(1) Name and telephone number of person to contact in regard to this notification

Edward Cespedes (Name)	800 (Area Code)	991-4534 (Telephone Number)
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(2) Have all other periodic reports required under Section 13 or 15(d) of the Securities Exchange Act of 1934 or Section 30 of the Investment Company Act of 1940 during the preceding 12 months or for such shorter period that the registrant was required to file such report(s) been filed? If answer is no, identify report(s).

Yes        No

(3) Is it anticipated that any significant change in results of operations from the corresponding period for the last fiscal year will be reflected by the earnings statements to be included in the subject report or portion thereof?

Yes        No

If so, attach an explanation of the anticipated change, both narratively and quantitatively, and, if appropriate, state the reasons why a reasonable estimate of the results cannot be made.

**In March 2011, the Registrant completed the acquisition of Hyperlocal Marketing, LLC. This transaction is being treated as a reverse merger with the Registrant as the legal surviving entity and Hyperlocal Marketing, LLC as the accounting acquirer. Given the nature of this transaction, the financial statements presented in the September 30, 2011 Quarterly Report on Form 10-Q will be those of Hyperlocal Marketing, LLC, as the accounting acquirer.**

**MMAX MEDIA, INC.**

(Name of Registrant as Specified in Charter)

has caused this notification to be signed on its behalf by the undersigned hereunto duly authorized.

Date: November 14, 2011

By: /s/ Edward Cespedes  
Edward Cespedes, Chief Executive  
Officer