

SEGMENTZ INC  
Form 8-K  
July 14, 2004

**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:**

**July 14, 2004**

**(Date of earliest event reported)**

**Segmentz, Inc.**

**(Exact name of registrant as specified in its charter)**

<b>Delaware</b> <b>(State or other jurisdiction</b>	<b>000-49606</b> <b>(Commission File Number)</b>	<b>03-0450326</b> <b>(I.R.S. Employer Identification</b>
<b>of incorporation or organization)</b>		<b>Number)</b>
<b>18302 Highwoods Preserve Parkway Suite 100 Tampa, FL 33647</b>		

**(Address of principal executive offices)**

**Registrant's telephone number, including area code:**

**(813) 989-2232**

**ITEM 5. OTHER EVENTS**

The purpose of this Form 8-K is to file, as required by Item 5 of Form 8-K, the press release announcing our new Chief Financial Officer promotion. The release is attached hereto as Exhibit 99.

**ITEM 7. EXHIBITS**

99.1 Press Release issued July 14, 2004 regarding notice of new Chief Financial Officer.  
Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SEGMENTZ, INC.  
By: /s/ John S. Flynn  
John S. Flynn

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President

By: /s/ Andrew J. Norstrud  
Andrew J. Norstrud

Chief Financial Officer

DATED: July 14, 2004

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