

Edgar Filing: 1 800 CONTACTS INC - Form SC 13D/A

1 800 CONTACTS INC  
Form SC 13D/A  
July 27, 2005

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549

SCHEDULE 13D/A  
(Rule 13d-101)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT  
TO RULE 13d-1(a) AND AMENDMENTS THERETO FILED PURSUANT TO  
RULE 13d-2(a)  
(Amendment No. 2) (2)

1-800-CONTACTS, INC. (CTAC)

-----  
(Name of Issuer)

Common Stock, Par Value \$0.01 per share

-----  
(Title of Class of Securities)

681977104

-----  
(CUSIP Number)

Mario Cibelli, c/o Cibelli Capital Management, L.L.C.,  
52 Vanderbilt Avenue, 4th Floor, New York, NY 10017

-----  
(Name, Address and Telephone Number of Person  
Authorized to Receive Notices and Communications)

July 20, 2005

-----  
(Date of Event which Requires Filing of This Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(e), 13d-1(f) or 13d-1(g), check the following box .

Note: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 13d-7 for other parties to whom copies are to be sent.

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- (1) The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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CUSIP No. 681977104  
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- 1 NAME OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)  
  
Mario Cibelli
- 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*  
  
(a)   
(b)
- 3 SEC USE ONLY
- 4 SOURCE OF FUNDS\*  
  
AF, WC, PN
- 5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED  
PURSUANT TO ITEMS 2(d) OR 2(e)
- 6 CITIZENSHIP OR PLACE OF ORGANIZATION  
  
United States of America
- 7 SOLE VOTING POWER  
1,191,652
- 8 SHARED VOTING POWER  
  
0
- 9 SOLE DISPOSITIVE POWER  
  
1,191,652
- 10 SHARED DISPOSITIVE POWER  
  
0
- 11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
  
1,191,652
- 12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES\*
- 13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)  
  
8.96%
- 14 TYPE OF REPORTING PERSON\*  
  
IN

-----  
\*SEE INSTRUCTIONS BEFORE FILLING OUT!

This Schedule 13D is being filed for the purpose of disclosing the current number of shares of Common Stock, \$0.01 par value of 1-800-CONTACTS, INC. (CTAC) that may be deemed to be beneficially owned by Mario Cibelli (the "Reporting Person").

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CUSIP No. 681977104  
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- 1 NAME OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)  
  
Cibelli Capital Management, L.L.C.
- 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*  
  
(a)   
(b)
- 3 SEC USE ONLY
- 4 SOURCE OF FUNDS\*  
  
WC
- 5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED  
PURSUANT TO ITEMS 2(d) OR 2(e)
- 6 CITIZENSHIP OR PLACE OF ORGANIZATION  
  
Delaware; United States of America
- 7 SOLE VOTING POWER  
  
0
- 8 SHARED VOTING POWER  
  
1,065,691
- 9 SOLE DISPOSITIVE POWER  
  
0
- 10 SHARED DISPOSITIVE POWER  
  
1,065,691
- 11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
  
1,065,691
- 12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES\*
- 13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)  
  
8.01%
- 14 TYPE OF REPORTING PERSON\*  
  
CO

-----  
\*SEE INSTRUCTIONS BEFORE FILLING OUT

This Schedule 13D is being filed for the purpose of disclosing the current number of shares of Common Stock, \$0.01 par value of 1-800-CONTACTS, INC. (CTAC) that may be deemed to be beneficially owned by Cibelli Capital Management, L.L.C. (the "Reporting Person").

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CUSIP No. 681977104  
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- 1 NAME OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)  
  
Marathon Partners, L.P.
- 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*  
  
(a)   
(b)
- 3 SEC USE ONLY
- 4 SOURCE OF FUNDS\*  
  
WC
- 5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED  
PURSUANT TO ITEMS 2(d) OR 2(e)
- 6 CITIZENSHIP OR PLACE OF ORGANIZATION  
  
New York; United States of America
- 7 SOLE VOTING POWER  
  
0
- 8 SHARED VOTING POWER  
  
1,065,691
- 9 SOLE DISPOSITIVE POWER  
  
0
- 10 SHARED DISPOSITIVE POWER  
  
1,065,691
- 11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
  
1,065,691
- 12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES\*
- 13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)  
  
8.01%
- 14 TYPE OF REPORTING PERSON\*  
  
PN

-----  
\*SEE INSTRUCTIONS BEFORE FILLING OUT

This Schedule 13D is being filed for the purpose of disclosing the current number of shares of Common Stock, \$0.01 par value of 1-800-CONTACTS, INC. (CTAC) that may be deemed to be beneficially owned by Marathon Partners , L.P. (the "Reporting Person").

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CUSIP No. 681977104  
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Item 1. Security and Issuer.

The name of the issuer is 1-800-CONTACTS, INC., a Delaware corporation (the "Issuer"). The address of the Issuer's offices is 66 East Wadsworth Park Drive, Draper, Utah 84020. This Schedule 13D relates to the Issuer's Common Stock, \$0.01 par value (the "Shares").

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Item 2. Identity and Background.

(a-c, f) This amended Schedule 13D is being filed by Mario Cibelli, a United States citizen, Marathon Partners, L.P., a New York limited partnership ("MP") and Cibelli Capital Management, L.L.C., a Delaware limited liability company that is an investment management firm which serves as the general partner of MP ("CCM"), each of whose principal business address is located at c/o Cibelli Capital Management, L.L.C., 52 Vanderbilt Avenue, 4th Floor, New York, NY 10017. Mr. Cibelli is the managing member of "CCM". Mr. Cibelli is also the managing member of Cibelli Research & Management, L.L.C. ("CRM"), a Delaware limited liability company that is an investment management firm which serves as the general partner of Marathon Focus Fund, L.P., a New York limited partnership ("MFF"), and also serves as the general partner of Marathon Offshore, Ltd., a Cayman Islands limited partnership, ("MOLtd"). Mr. Cibelli also serves as portfolio manager to a number of separate managed accounts.

(d) None of the Reporting Persons has, during the last five years, been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors).

(e) None of the Reporting Persons has, during the last five years, been a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, Federal or state securities laws or finding any violation with respect to such laws.

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Item 3. Source and Amount of Funds or Other Consideration.

As of the date hereof, Mr. Cibelli may be deemed to beneficially own 1,191,652 Shares, and MP and CCM may be deemed to beneficially own 1,065,691 Shares. The Shares are held by MP, MFF, MOLtd, and the separate managed accounts for which Mr. Cibelli serves as portfolio manger through his position in CCM and/or CRM (together, the "Clients"). The funds for the purchase of the Shares by the Clients came from the Clients' respective funds. Mr. Cibelli is also the beneficial owner of the Shares held in his personal accounts and in the accounts of his family members as follows: Mario Cibelli C/F S. Cibelli UTMA: 600 Shares; Mario Cibelli C/F G. Cibelli UTMA: 400 Shares; Mario Cibelli C/F L. Cibelli UTMA: 100 Shares; Mario Cibelli IRA: 300 shares; C. Cibelli IRA: 250 shares; Mario Cibelli Simple IRA: 1,000 Shares. The total cost for the Shares held by Mr. Cibelli is \$40,556.24.

No borrowed funds were used to purchase the Shares, other than any borrowed funds used for working capital purposes in the ordinary course of business.

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Item 4. Purpose of Transaction.

(a-j) The Shares held by the Reporting Persons were acquired for, and are being held for, investment purposes on the Clients' and the Reporting Persons' behalf.

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The acquisitions of the Shares were made in the ordinary course of the Reporting Persons' business or investment activities, as the case may be. The Reporting Persons may seek to influence management of the Issuer on certain matters from time to time.

Although they have no concrete plans to do so, the Reporting Persons may also engage in and may plan for their engagement in any of the items discussed in clauses (a) through (j) of Item 4 of Schedule 13D.

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Item 5. Interest in Securities of the Issuer.

As of the date hereof, Mr. Cibelli may be deemed to be the beneficial owner of 1,191,652 Shares, constituting 8.96% of the Shares of the Issuer, and MP and CCM may be deemed to be the beneficial owner of 1,065,691 Shares, constituting 8.01% of the Shares of the Issuer, in each case based upon the 13,306,958 Shares outstanding as of May 4, 2005, according to the Issuer's most recently filed Form 10-Q.

Mr. Cibelli has the sole power to vote or direct the vote and to dispose or direct the disposition of 1,191,652 Shares and the shared power to vote or direct the vote and dispose or direct the disposition of 0 Shares to which this filing relates. MP and CCM each have the sole power to vote or direct the vote and dispose or direct the disposition of 0 Shares and the shared power to vote or direct the vote and dispose or direct the disposition of 1,065,691 Shares to which this filing relates.

The trading dates, number of shares purchased and sold and price per share for all transactions in the Shares during the past 60 days by Mr. Cibelli through his position in, CCM, and CRM on behalf of the Clients are set forth in Schedule A and were all effected in broker transactions.

The 1,191,652 Shares were acquired for investment purposes. Mr. Cibelli and/or Mr. Cibelli on behalf of the Clients and MP and CCM may acquire additional Shares, dispose of all or some of these Shares from time to time, in each case in open markets or private transactions, block sales or purchases or otherwise, or may continue to hold the Shares.

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Item 6. Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer.

The Reporting Persons do not have any contract, arrangement, understanding or relationship with any person with respect to the Shares.

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Item 7. Material to be Filed as Exhibits.

A description of the transactions in the Shares that were effected by the Reporting Persons during the 60 days prior to July 20, 2005 is filed herewith as Exhibit 99.1.  
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SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

July 27, 2005

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-----  
(Date)

/s/ Mario Cibelli\*

-----  
Mario Cibelli

MARATHON PARTNERS, L.P.  
By its General Partner  
Cibelli Capital Management, L.L.C.

/s/ Mario Cibelli\*

-----  
By: Mario Cibelli  
Title: Managing Member

CIBELLI CAPITAL MANAGEMENT, L.L.C.

/s/ Mario Cibelli\*

-----  
By: Mario Cibelli  
Title: Managing Member

\* The Reporting Persons disclaim beneficial ownership except to the extent of their pecuniary interest therein.

Attention. Intentional misstatements or omissions of fact constitute federal criminal violations (see 18 U.S.C. 1001).

Exhibit 99.1  
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Transactions in the Shares

Date of Transaction (1)	Number of Shares Purchase/(SOLD)	Price Per Share
6/8/2005	500	\$19.9440
6/8/2005	1000	\$19.9420
6/8/2005	500	\$19.9440
6/8/2005	500	\$19.9440
6/8/2005	500	\$19.9440
6/8/2005	200	\$19.9500
6/8/2005	300	\$19.9467
6/8/2005	100	\$19.9600
6/10/2005	390	\$19.2903
6/10/2005	540	\$19.2903
6/10/2005	14,070	\$19.2903
6/16/2005	1,850	\$19.8823
6/16/2005	250	\$19.8823
6/16/2005	5,900	\$19.8823

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6/17/2005	1,816	\$19.9337
6/21/2005	44	\$19.8744
6/21/2005	60	\$19.8744
6/21/2005	1,573	\$19.8744
6/22/2005	10	\$19.8475
6/22/2005	14	\$19.8475
6/22/2005	376	\$19.8475
6/23/2005	1,096	\$19.9464
6/23/2005	76	\$19.9464
6/23/2005	1,751	\$19.9464
6/28/2005	300	\$19.7033
6/29/2005	62	\$19.8071
6/29/2005	86	\$19.8071
6/29/2005	2,252	\$19.8071
6/30/2005	190	\$19.8195
6/30/2005	263	\$19.8195
6/30/2005	6,847	\$19.8195
7/1/2005	554	\$19.0700
7/6/2005	160	\$19.7657
7/6/2005	220	\$19.7657
7/6/2005	5,720	\$19.7657
7/7/2005	335	\$19.8918
7/7/2005	1,465	\$19.8918
7/7/2005	12,100	\$19.8918
7/7/2005	500	\$19.8940
7/7/2005	1000	\$19.8938
7/8/2005	200	\$19.7355
7/8/2005	200	\$19.7355
7/8/2005	200	\$19.7355
7/8/2005	5,000	\$19.7255
7/8/2005	200	\$19.7355
7/14/2005	645	\$19.8000
7/15/2005	77	\$19.7781
7/15/2005	107	\$19.7781
7/15/2005	2,786	\$19.7781
7/18/2005	35	\$19.8000
7/18/2005	50	\$19.8000
7/18/2005	1,300	\$19.8000
7/19/2005	52	\$19.7000
7/19/2005	72	\$19.7000
7/19/2005	1,876	\$19.7000
7/20/2005	200	\$20.0084
7/20/2005	200	\$20.0084
7/20/2005	100	\$20.0184
7/20/2005	100	\$20.0184
7/20/2005	500	\$20.0024
7/20/2005	50	\$20.0384
7/20/2005	100	\$20.0184
7/20/2005	100	\$20.0184
7/20/2005	100	\$20.0184
7/20/2005	500	\$20.0024
7/20/2005	932	\$19.9984
7/20/2005	1,291	\$19.9984
7/20/2005	33,627	\$19.9984
7/21/2005	54,592	\$19.9000
7/21/2005	1,513	\$19.9000
7/21/2005	2,095	\$19.9000
7/21/2005	300	\$19.9067
7/21/2005	100	\$19.9200
7/22/2005	32	\$19.5000
7/22/2005	44	\$19.5000
7/22/2005	1,152	\$19.5000



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7/25/2005	76	\$19.4786
7/25/2005	106	\$19.4786
7/25/2005	2,757	\$19.4786
7/26/2005	46	\$19.4993
7/26/2005	64	\$19.4993
7/26/2005	1,672	\$19.4993

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(1) In addition to the transactions listed above, effective 5/26/05, Mario Cibelli ceased to be the beneficial owner of a further 1,000 Shares.

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