#### HOLDING FRANK B

Form 4

February 24, 2010

## FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

OMB 3335.0

**OMB APPROVAL** 

Number:

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obligations
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File
Section

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 30(b) of the Investment Company Act of 1940

See Instruction 30(h) of the Investment Company Act of 1940

1(b).

(Print or Type Responses)

1. Name and HOLDING	ng Person *	2. Issuer Symbol	r Name	and Ticker or Trading	5. Relationship of Reporting Person(s) to Issuer					
			FIRST (INC/D)		ENS BANCSHARI NCA]	CSHARES (Check			all applicable)	
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)				_X_ Direct _X_ Office below)	er (give title	_X 10% Owner Other (specify pelow)	
POST OFFICE BOX 1377			02/22/2	010		Executive Vice Chairman				
	(Street)		4. If Ame	ndment	, Date Original		6. Individua	al or Joint/G	roup Filing(Check	
			Filed(Mor	nth/Day/`	Year)		Applicable L _X_ Form fi	· · · · · · · · · · · · · · · · · · ·	eporting Person	
SMITHFII	ELD, NC 27577						Form fil Person	ed by More th	an One Reporting	
(City)	(State)	(Zip)	Tabl	le I - No	n-Derivative Securitie	es Acq	uired, Dispo	osed of, or B	Seneficially Owned	
1.Title of	2. Transaction Dat			3.	4. Securities	5. A	Amount of	6.	7. Nature of Ind	

(City)	(State)	(Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned									
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactio Code (Instr. 8)	4. Securit onAcquired Disposed (Instr. 3,	(A) or of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
Class A Common Stock						1,066,526	D				
Class A Common Stock						240,836 (1)	I	By adult children and their spouses and children			
Class A Common Stock						26,430 (1)	I	By trust for adult children			
Class A Common						8,214 (2)	I	By Twin States Farming, Inc.			

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Stock			
Class A Common Stock	167,600 (2)	I	By First Citizens Bancorporation, Inc.
Class A Common Stock	28,628 (2)	I	By Heritage BancShares, Inc. and subsidiary
Class A Common Stock	100,000 (2)	I	By Fidelity BancShares, Inc.
Class A Common Stock	46,699 (2)	I	By Southern BancShares(N.C.), Inc.
Class A Common Stock	46,000 (2)	I	By Southern Bank and Trust Company
Class A Common Stock	54,000 (2)	I	By Goshen, Inc.
Class A Common Stock	627 (2)	I	By E&F Properties, Inc.
Class B Common Stock	553,616 (1)	I	By adult children and their spouses and children
Class B Common Stock	45,900 (2)	I	By First Citizens Bancorporation, Inc.
Class B Common Stock	22,619 (2)	I	By Southern BancShares (N.C.), Inc.
Class B Common Stock	6,175 <u>(1)</u>	I	By trust for adult children
Class B Common Stock	1,355 (2)	I	By Twin States Farming, Inc.
Class B Common Stock	200 (2)	I	By E&F Properties, Inc.
Class A Common Stock	508,617 (1)	I	By Ella Ann 2009 GRAT

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Class B Common Stock						7,497 (1)	I	By Ella Ann 2008 GRAT
Class B Common Stock	02/22/2010	P	100	A	\$ 177	35,216 <u>(1)</u>	I	By Ella Ann 2009 GRAT
Class A Common Stock						1,038 (1)	I	By spouse
Class A Common Stock						16,789	I	By F. Holding 2008 GRAT
Class B Common Stock	02/22/2010	P	93	A	\$ 177	2,938 (1)	I	By spouse
Class A Common Stock						184,304 (1)	I	By Ella Ann 2008 GRAT
Class B Common Stock						950 (1)	I	By Ella Ann Lee Holding Revocable Trust dtd October 24, 2007
Class A Common Stock						300	I	By F. Holding 2009 GRAT
Class B Common Stock	02/23/2010	P	150	A	\$ 182	150	D	
Class B Common Stock	02/24/2010	P	150	A	\$ 179	300	D	

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

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(9-02)

## Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)		4. Transaction	5. orNumber of	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying	8. Price of Derivative Security	9. Nu Deriv Secur
(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr. 8)	Derivative Securities Acquired	3	Securities (Instr. 3 and 4)	(Instr. 5)	Bene Owne Follo

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(A) or Disposed of (D) (Instr. 3, 4, and 5)

Code V (A) (D) Date Expiration Title Amount Exercisable Date or

or Number of Shares

## **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
HOLDING FRANK B POST OFFICE BOX 1377 SMITHFIELD, NC 27577	X	X	Executive Vice Chairman				

### **Signatures**

Frank B. Holding, By: William R. Lathan, Jr.,
Attorney-in-Fact

02/24/2010

\*\*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 reporting person disclaims beneficial ownership of these securities, and this report shall not be deemed an admission that the
- (1) reporting person is the beneficial owner of such securities for purposes of Section 16 of the Securities Exchange Act of 1934 or for any other purpose.
- (2) The reporting person is a director, officer and/or principal shareholder of the companies that own these shares, but he disclaims beneficial ownership of the listed shares except to the extent of his pecuniary interest therein.

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.

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