#### HOLDING FRANK B

Form 4 March 17, 2011

## FORM 4

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

OMB 3235-0287 Number:

burden hours per

response...

5. Relationship of Reporting Person(s) to

Issuer

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES** 

January 31, Expires: 2005 Estimated average

0.5

**OMB APPROVAL** 

Form 4 or Form 5 obligations may continue. See Instruction

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(h) of the Investment Company Act of 1940

2. Issuer Name and Ticker or Trading

Symbol

1(b).

Stock

Class B

Common

07/07/2010

(Print or Type Responses)

**HOLDING FRANK B** 

1. Name and Address of Reporting Person \*

				CITIZE DE/ [FCN		ICSF	IARES	(Ch	eck all applic	able)
(Last) POST OFF	(First) FICE BOX 1377			of Earliest Day/Year) 2010		n		_X_ Director _X_ Officer (g below) Exect		
	(Street)	4	4. If An	nendment, I	Date Origi	nal		6. Individual or	Joint/Group	Filing(Check
SMITHFII	ELD, NC 27577	]	Filed(M	onth/Day/Ye	ear)			Applicable Line) _X_ Form filed by Form filed by Person	y One Reportin y More than On	
(City)	(State)	(Zip)	Tal	ble I - Non	-Derivativ	e Sec	urities Acq	uired, Disposed	of, or Benefi	icially Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Deany (Month/Day/	ate, if	3. Transaction Code (Instr. 8)	4. Securi on(A) or Di (Instr. 3,	spose	d 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 B Common Stock	04/08/2010			P	200	A	\$ 205.15	8,510	D	
Class B Common Stock	05/18/2010			P	300	A	\$ 206.83	8,810	D	
Class B Common	07/01/2010			P	175	A	\$ 197.5	8,985	D	

P

100

\$

195.75

A

 $9,085 \stackrel{(3)}{=}$ 

D

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Stock								
Class B Common Stock						150	I	By F. Holding 2009 GRAT
Class B Common Stock	11/23/2010	P	100	A	\$ 184.5	2,134	I	By F. Holding 2010 GRAT
Class B Common Stock	11/30/2010	P	15	A	\$ 181.2	2,149	I	By F. Holding 2010 GRAT
Class B Common Stock	12/10/2010	P	65	A	\$ 188.25	2,214	I	By F. Holding 2010 GRAT
Class B Common Stock	12/10/2010	P	33	A	\$ 188	2,247	I	By F. Holding 2010 GRAT
Class B Common Stock	12/20/2010	P	33	A	\$ 189.4	2,280	I	By F. Holding 2010 GRAT
Class B Common Stock	12/22/2010	P	240	A	\$ 190	2,520	I	By F. Holding 2010 GRAT
Class B Common Stock	12/31/2010	P	300	A	\$ 196.7	2,820	I	By F. Holding 2010 GRAT
Class B Common Stock	04/09/2010	P	130	A	\$ 206	3,831 (1) (4)	I	By spouse
Class B Common Stock	11/30/2010	P	304	A	\$ 183.2	36,878 <u>(1)</u>	I	By Ella Ann 2009 GRAT
Class B Common Stock						1,442 (1)	I	By Ella Ann 2010 GRAT
Class B Common Stock						563,280 (1)	I	By adult children and their spouses and children
Class B Common Stock						6,175 <u>(1)</u>	I	By trust for adult children
Class B Common Stock						45,900 (2)	I	By First Citizens Bancorporation, Inc.

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Class B Common Stock	22,619 (2)	I	By Southern BancShares (N.C.), Inc.
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.

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474

(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 (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. Transacti Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	8	ate	Secur	unt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secun Bene Own Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Deletionshine

# **Reporting Owners**

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

## **Signatures**

Frank B. Holding, By: William R. Lathan, Jr.,
Attorney-in-Fact
03/17/2011

\*\*Signature of Reporting Person Date

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### **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 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.
- (3) Includes 2,325 shares held in the reporting person's revocable trust as to which he is trustee with sole investment authority and which previously have been reported separately as indirectly held by him.
- (4) Includes 850 shares held in the reporting person's spouse's revocable trust as to which she is trustee with sole investment authority and which previously have been reported separately as indirectly held by him.

#### **Remarks:**

Shares of the issuer's Class A common stock which are or may be beneficially owned by the reporting person are not listed on 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.