

Culhane Mark  
Form 4  
July 28, 2009

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Culhane Mark

2. Issuer Name and Ticker or Trading Symbol  
DemandTec, Inc. [DMAN]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
ONE CIRCLE STAR WAY, SUITE 200

3. Date of Earliest Transaction (Month/Day/Year)  
07/27/2009

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Executive Vice President & CFO

(Street)  
SAN CARLOS, CA 94070

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(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. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	07/27/2009		M <sup>(1)</sup>		5,000	A	\$ 1	84,419	D	
Common Stock	07/27/2009		S <sup>(1)</sup>		5,000	D	\$ 8.981	79,419	D	
Common Stock	07/27/2009		S <sup>(3)</sup>		15,000	D	\$ 8.983	217,300	I	by Trust1 <sup>(5)</sup>
Common Stock								9,000	I	by Trust2 <sup>(6)</sup>
								9,000	I	

Edgar Filing: Culhane Mark - Form 4

Common Stock							by Trust3 (7)
Common Stock					9,000	I	by Trust4 (8)

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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Incentive Stock Option (right to buy)	\$ 1	07/27/2009		M(1)	5,000	(9) 05/20/2012	Common Stock	5,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Culhane Mark ONE CIRCLE STAR WAY SUITE 200 SAN CARLOS, CA 94070			Executive Vice President & CFO	

## Signatures

By: Michael McAdam, Attorney in Fact For: Mark A. Culhane

07/28/2009

\_\_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).
- (1) Automatic option exercise and same-day sale effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on October 29, 2008.  
Average sale price of \$8.9809 consists of the following trades: 29 shares were sold at \$8.85 per share, 100 at \$8.89, 3 at \$8.91, 201 at \$8.94, 100 at \$8.95, 267 at \$8.96, 200 at \$8.965, 200 at \$8.97, 100 at \$8.975, 1300 at \$8.98, 900 at \$8.99, 300 at \$8.9925, 100 at \$8.995, 1100 at \$9.00 and 100 shares were sold at \$9.01 per share.
- (3) Sale effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on October 29, 2008.  
Average sale price of \$8.983 consists of the following trades: 100 shares were sold at \$8.9075 per share, 100 at \$8.91, 100 at \$8.925, 200 at \$8.94, 700 at \$8.95, 200 at \$8.9575, 700 at \$8.96, 300 at \$8.965, 1300 at \$8.97, 100 at \$8.9725, 100 at \$8.975, 3277 at \$8.98, 2123 at \$8.99, 2000 at \$8.9925, 200 at \$8.995, 2900 at \$9.00, 100 at \$9.005, 100 at \$9.01, 200 at \$9.02, and 200 shares were sold at \$9.03 per share.
- (5) Shares held by Culhane Family Revocable Trust dated 12/16/99
- (6) Shares held by Maxwell A. R. Culhane 1999 Irrevocable Trust
- (7) Shares held by Michael D. Culhane 1999 Irrevocable Trust
- (8) Shares held by Monica G. Culhane 1999 Irrevocable Trust
- (9) The stock option is fully vested and exercisable.

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.