

Holland H. Russell III  
 Form 4  
 February 12, 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 \*  
 Holland H. Russell III

2. Issuer Name and Ticker or Trading Symbol  
 SEACOAST BANKING CORP OF FLORIDA [SBCF]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

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

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)

EVP & Chief Banking Officer

C/O SEACOAST BANKING CORP.  
 OF FLORIDA, P. O. BOX 9012

(Street)

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

STUART, FL 34995

(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)
Common Stock	01/02/2009		L <sup>(1)</sup>	V 4.586 A \$ 5.6996	2,618.895	D <sup>(2)</sup>	
Common Stock	01/20/2009		L <sup>(3)</sup>	V 40.9298 A \$ 4.775	1,037.6318	D <sup>(4)</sup>	
Common Stock	01/23/2009		L <sup>(3)</sup>	V 300 A \$ 4.6	1,337.6318	D <sup>(4)</sup>	
Common Stock	02/04/2009		L <sup>(3)</sup>	V 40.4486 A \$ 4.815	1,378.0804	D <sup>(4)</sup>	
Common Stock	02/02/2009		J <sup>(5)</sup>	V 40 D \$ 0 <sup>(5)</sup>	121	D <sup>(6)</sup>	

Edgar Filing: Holland H. Russell III - Form 4

Common Stock	02/02/2009	J <sup>(5)</sup>	V 40	A	\$ 0 <sup>(5)</sup>	2,658.895	D <sup>(2)</sup>
Common Stock						2,000	D <sup>(7)</sup>
Common Stock						1,090	D <sup>(8)</sup>
Common Stock						518	D <sup>(9)</sup>

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)
				Code V (A) (D)		Date Exercisable Expiration Date	Title Amount or Number of Shares
Stock-settled Stock Appreciation Rights <sup>(10)</sup>	\$ 27.36					07/06/2008 <sup>(11)</sup> 07/06/2016	Common Stock 3,000
Stock-settled Stock Appreciation Rights <sup>(10)</sup>	\$ 22.22					04/02/2009 <sup>(11)</sup> 04/02/2017	Common Stock 28,190

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Holland H. Russell III C/O SEACOAST BANKING CORP. OF FLORIDA			EVP & Chief	

P. O. BOX 9012  
STUART, FL 34995

Banking  
Officer

## Signatures

Sharon Mehl as power of attorney for H. Russell  
Holland, III

02/12/2009

\_\_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) Represents reinvestment of dividends
- (2) Held jointly with spouse
- (3) Automatic allocation into Seacoast Stock Fund of Company's Retirement Savings Plan
- (4) Represent shares held in the Company's Retirement Savings Plan
- (5) Shares from Restricted Stock Award vested on 2/2/09 and were moved into joint account with spouse.
- (6) Represents unvested time-based restricted stock awards granted under Seacoast's 2000 Long-Term Incentive Plan on 2/2/07 which vest in 25% increments beginning on the second anniversary of the date of grant, and each of the three anniversaries thereafter, subject to continued employment.
- (7) Held in revocable trust
- (8) Held in IRA
- (9) Held in the Company's Employee Stock Purchase Plan as of December 31, 2008
- (10) Granted pursuant to Seacoast Banking Corporation of Florida's 2000 Long-Term Incentive Plan
- (11) Vest over five years in 25% increments beginning on the second anniversary of the date of grant (the date indicated) and each of the following three anniversaries thereafter, subject to continued employment

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.