

CENTRAL PACIFIC FINANCIAL CORP
 Form 4
 March 13, 2008

FORM 4

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

OMB APPROVAL

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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 *
 HIRATA DEAN K

2. Issuer Name and Ticker or Trading Symbol
 CENTRAL PACIFIC FINANCIAL CORP [CPF]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
 03/12/2008

___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)
 Vice Chairman and CFO

CENTRAL PACIFIC BANK, 220 S. KING STREET, 3RD FL
 (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

HONOLULU, HI 96813

(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 Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock					2,010	I	401K CPF Stock Fund
Common Stock					4,507	I	IRA Account

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

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SEC 1474 (9-02)

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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 Options (Right to buy)	\$ 6.33					09/15/2004	01/26/2010	Common Stock	5,293
Stock Options (Right to buy)	\$ 6.55					09/15/2004	01/11/2011	Common Stock	15,266
Stock Options (Right to buy)	\$ 18.19					09/15/2004	09/29/2013	Common Stock	10,160
Stock Options (Right to buy)	\$ 32.6					03/15/2008	03/15/2015	Common Stock	3,160
Stock Options (Right to buy)	\$ 35.1					03/15/2009	03/15/2016	Common Stock	2,867
Stock Options (Right to buy)	\$ 35.9					03/15/2010	03/15/2017	Common Stock	594
Stock Options (Right to buy) ⁽³⁾	\$ 18.88	03/12/2008		A	58,821	03/12/2011	03/12/2018	Common Stock	58,821

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

HIRATA DEAN K
CENTRAL PACIFIC BANK
220 S. KING STREET, 3RD FL
HONOLULU, HI 96813

Vice Chairman and CFO

Signatures

Hollie Amano,
Atty-in-fact

03/13/2008

__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).
- (2) Represents Stock Appreciation Rights
- (1) Represents Stock Appreciation Rights
- (3) Represents stock appreciation rights pursuant to 2008 LTIP

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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