

CLEVELAND RUSSELL  
Form 4  
October 05, 2009

**FORM 4**

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

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

## OMB APPROVAL

OMB  
Number: 3235-0287  
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2005  
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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
CLEVELAND RUSSELL

2. Issuer Name **and** Ticker or Trading  
Symbol  
ALLIANCE HEALTHCARD INC  
[ALHC]

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

(Last) (First) (Middle)  
8080 N. CENTRAL EXPRESSWAY  
SUITE 210 LB,

3. Date of Earliest Transaction  
(Month/Day/Year)  
09/30/2009

☒ Director ☐ 10% Owner  
☐ Officer (give title below) ☐ Other (specify below)

(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

DALLAS, TX 75206

(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	09/30/2009	10/05/2009	P	2,136 A	\$ 2,236.8 313,174	I <sup>(1)</sup>	Shares are held in RENN Global Entrepreneurs Fund, Inc.
Common Stock	09/30/2009	10/05/2009	P	2,229 A	\$ 2,334.45 562,076	I <sup>(1)</sup>	Shares are held in Renaissance US Growth Investment Trust Plc.
	09/30/2009	10/05/2009	P	2,135 A	417,306	I <sup>(1)</sup>	

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Common Stock	\$ 2,235.75	Shares are held in Premier RENN Entrepreneurial Fund Ltd.
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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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Report Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
CLEVELAND RUSSELL 8080 N. CENTRAL EXPRESSWAY SUITE 210 LB DALLAS, TX 75206	X
RENN Global Entrepreneurs Fund, Inc. 8080 N CENTRAL EXPRWY STE 210 LB-59 DALLAS, TX 75206	X
RENAISSANCE US GROWTH INVESTMENT TRUST PLC 8080 N. CENTRAL EXPRESSWAY SUITE 210, LB-59 DALLAS, TX 75206	X
Premier RENN Entrepreneurial Fund Ltd 8080 N. CENTRAL EXPRESSWAY	X

SUITE 210, LB-59  
DALLAS, TX 75206

## Signatures

/s/ Russell  
Cleveland

10/05/2009

\_\_\_\_\_  
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).

Russell Cleveland is President of RENN Capital Group, Inc., Investment Advisor to RENN Global Entrepreneurs Fund, Inc. , Global  
(1) Special Opportunities Trust Plc, Renaissance US Growth Investment Trust Plc & Premier RENN Entrepreneurial Fund Ltd and therefore  
may be considered to be beneficial owner of such shares. Russell Cleveland disclaims such beneficial ownership.

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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