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PENNINGT Form 4 February 07,		C SECUD	TTES AT	ND EV(NCE	COMMISSION		PPROVAL	
	UNITED STAT		hington, 1			NGE (2019119510N	OMB Number:	3235-0287	
Check th if no long	ar.			Expires:	January 31, 2005					
subject to STATEMENT OF CHANGES IN B Section 16. SECURI Form 4 or						Estimated a burden hou response	average Irs per			
Form 5 obligations may continue. See Instruction 1(b). 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 I	Responses)									
1. Name and A PENNINGT	Issuer					of Reporting Person(s) to				
[CENT]					(Check all applicable)					
(Last) 1280 ATLA	(Last) (First) (Middle) 3. Date of I (Month/Da 1280 ATLANTA HIGHWAY 02/03/20			-				X_ Director10% Owner Officer (give titleOther (specify below) below)		
Filed(Month			-				 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 			
MADISON, GA 30650										
(City)	(State) (Zip)	Table	I - Non-Do	erivative S	Securi	ties Acq	uired, Disposed of	f, or Beneficial	lly Owned	
1.Title of Security (Instr. 3)	y (Month/Day/Year) Execution Date, if T 3) any C		3. 4. Securities Acquired Transaction(A) or Disposed of Code (D) (Instr. 8) (Instr. 3, 4 and 5) (A) or			d of	Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
			Code V	Amount		Price	(Instr. 3 and 4)			
Class A Common Stock	02/03/2011		M <u>(1)</u>	5,097	A	\$ 6.54	274,997	D		
Class A Common Stock	02/03/2011		F <u>(2)</u>	4,058	D	\$ 9.65	270,939	D		
Class A Common Stock	02/04/2011		S <u>(3)</u>	539	D	\$ 9.67	270,400	D		
Class A Common	02/04/2011		S <u>(3)</u>	500	D	\$ 9.65	269,900	D		

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Stock			
Class A Common Stock	98,080	Ι	By L.P. <u>(4)</u>
Class A Common Stock	13,876	Ι	By Spouse
Class A Common Stock	15,208	I	By LLC <u>(6)</u>

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

Persons who respond to the collection of	SEC 1474
information contained in this form are not	(9-02)
required to respond unless the form	
displays a currently valid OMB control	
number.	

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. 5. Number Transaction Derivative Code Securities (Instr. 8) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ative Expiration Date s (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. D S (I	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Stock Option (right to buy)	\$ 6.54	02/03/2011		М		5,097	10/02/2010	08/09/2012	Class A Common Stock	5,097	

Reporting Owners

Reporting Owner Name / Address	Relationships						
Reporting Owner Rune / Runess	Director	10% Owner	Officer Other				
PENNINGTON BROOKS III 1280 ATLANTA HIGHWAY MADISON, GA 30650	Х						

Signatures

/s/ Brooks Pennington III

**Signature Person 02/07/2011

Date

of Reporting	

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) Options exercised through sales plan pursuant to Rule 10b5-1(c)(1) of the Securities Exchange Act of 1934, as amended.

Shares withheld by the Issuer in payment of the aggregate option exercise price and withholding tax liability incurred upon the (2) above-reported exercise of options. The amount of shares withheld is based on the respective average of the high and low sales prices on the date of exercise.

(3) Sales effected under sales plan pursuant to Rule 10b5-1(c)(1) of the Securities Exchange Act of 1934, as amended.

By BPCB Partners L.P. The general managing partner of BPCB Partners L.P. is BPCB Management Company LLC ("BPCBLLC") and (4) Mr. Pennington is the sole member of BPCBLLC. Mr. Pennington disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.

- (5) Mr. Pennington disclaims beneficial ownership of 13,876 shares of the Issuer's Class A Common Stock owned by his spouse.
- By Pennington Management Company II, LLC, in which Mr. Pennington has an ownership interest. Mr. Pennington is the President of
- Pennington Management Company II, LLC. Mr. Pennington disclaims beneficial ownership of the reported securities except to the extent (6) of his pecuniary interest therein.

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.