HOLDING FRANK B

Form 4 March 17, 2011

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

3235-0287

Expires:

January 31, 2005

0.5

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OMB APPROVAL

response...

if no longer subject to Section 16. Form 4 or Form 5 obligations

may continue.

Check this box

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 See Instruction

1(b).

(Print or Type Responses)

HOLDING FRANK B Symi			Symbol FIRS7	l	and Ticker ENS BAN NCA]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) POST OF	(First) FICE BOX 1377	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 04/09/2010					_X_ Director _X_ 10% Owner _X_ Officer (give title Other (specify below) Executive Vice Chairman			
SMITHFI	(Street) ELD, NC 27577		4. If Amendment, Date Original Filed(Month/Day/Year)					6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting			
(City)	(State)	(Zip)			.	a	•.•	Person			
. •	, ,							quired, Disposed		•	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution any (Month/Da	Date, if	Code (Instr. 8)	4. Securion(A) or D (Instr. 3,	ispose 4 and (A) or	ed of (D)	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)	
Class A Common Stock	06/21/2010			P	50	A	\$ 212.5	514,540	D		
Class A Common Stock								470	I	By F. Holding 2009 GRAT	
Class A Common Stock	04/09/2010			P	50	A	\$ 203.16	366,814	I	By: F. Holding 2010 GRAT	
Class A Common	05/25/2010			P	12	A	\$ 190.5	366,826	I	By: F. Holding 2010 GRAT	

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Stock								
Class A Common Stock	05/18/2010	P	60	A	\$ 205.5	844 (1)	I	By spouse
Class A Common Stock	12/07/2010	P	75	A	\$ 183.78	919 (1)	I	By spouse
Class A Common Stock	07/07/2010	P	25	A	\$ 184.39	381,451 <u>(1)</u>	I	By Ella Ann 2009 GRAT
Class A Common Stock						313,869 (1)	I	By Ella Ann 2010 GRAT
Class A Common Stock						442,439	I	By adult children and their spouses and children
Class A Common Stock						26,430 (1)	I	By trust for adult children
Class A Common Stock						8,214 <u>(2)</u>	I	By Twin States Farming, Inc.
Class A Common Stock						167,600 (2)	I	By First Citizens Bancorporation, Inc.
Class A Common Stock						28,628 (2)	I	By Heritage BancShares, Inc. and subsidiary
Class A Common Stock						100,000 (2)	I	By Fidelity BancShares, Inc.
Class A Common Stock						46,699 (2)	I	By Southern BancShares(N.C.), Inc.
Class A Common Stock						46,000 (2)	I	By Southern Bank and Trust Company
Class A Common Stock						54,000 (2)	I	By Goshen, Inc.
Class A Common Stock						627 <u>(2)</u>	I	By E&F Properties, Inc.

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

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SEC 1474 (9-02)

> 9. Nu Deriv Secur Bene Own Follo Repo Trans

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Titl	e and	8. Price of	9
Derivativ	e Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orNumber	Expiration Da	ate	Amou	nt of	Derivative	J
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security	,
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Secur	ities	(Instr. 5)]
	Derivative				Securities			(Instr.	3 and 4)		(
	Security				Acquired						J
					(A) or						J
					Disposed						-
					of (D)						(
					(Instr. 3,						
					4, and 5)						
									Amount		
									or		
						Date	Expiration	Titla			
						Exercisable 1	Date	Title			
				Code V	(A) (D)						
				Code V	(A) (D)		*	Title	Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships
Reporting Owner Maine / Address	

Director 10% Owner Officer Other

HOLDING FRANK B

POST OFFICE BOX 1377 X X Executive Vice Chairman

SMITHFIELD, NC 27577

Signatures

Frank B. Holding, By: William R. Lathan, Jr., Attorney-in-Fact

03/17/2011

**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).
- The reporting person disclaims beneficial ownership of these securities, and this report shall not be deemed an admission that the reporting person is the beneficial owner of such securities for purposes of Section 16 of the Securities Exchange Act of 1934 or for any other purpose.
- (2) The reporting person is a director, officer and/or principal shareholder of the companies that own these shares, but he disclaims beneficial ownership of the listed shares except to the extent of his pecuniary interest therein.

Remarks:

Shares of the issuer's Class B common stock which are or may be beneficially owned by the reporting person are not listed on

Reporting Owners 3

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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.