

SPARTAN STORES INC  
Form 4  
November 27, 2013

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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**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 \*  
COUCH DAVID DES

(Last) (First) (Middle)

C/O 850 - 76TH STREET SW

(Street)

GRAND RAPIDS, MI 49518

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
SPARTAN STORES INC [SPTN]

3. Date of Earliest Transaction  
(Month/Day/Year)  
11/26/2013

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

VP Information Technology

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**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)
			Code	V	Amount (A) or (D) Price		
Common Stock	11/26/2013		M		1,820 A \$ 3.25	75,379	D
Common Stock	11/26/2013		S		1,305 D \$ 22.64	74,074	D
Common Stock	11/26/2013		M		994 A \$ 11.5	75,068	D
Common Stock <sup>(1)</sup>	11/26/2013		S		2,006 D \$ 22.65	73,062	D
Common Stock	11/26/2013		M		1,582 A \$ 13.7	74,644	D

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Common Stock <sup>(2)</sup>	11/26/2013	S	4,418	D	\$ 22.59	70,226	D	
Common Stock						4,000	I	By trust

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

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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. Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 3.25	11/26/2013		M	781	05/12/2005 05/11/2014	Common Stock	781	
Stock Option (Right to Buy)	\$ 3.25	11/26/2013		M	781	05/12/2006 05/11/2014	Common Stock	781	
Stock Option (Right to Buy)	\$ 3.25	11/26/2013		M	258	05/12/2007 05/11/2014	Common Stock	781	
Stock Option (Right to Buy)	\$ 3.25					05/12/2008 05/11/2014	Common Stock	782	
Stock Option (Right to Buy)	\$ 11.5	11/26/2013		M	750	05/11/2006 05/10/2015	Common Stock	750	
	\$ 11.5	11/26/2013		M	244	05/11/2007 05/10/2015		750	

Stock Option (Right to Buy)								Common Stock	
Stock Option (Right to Buy)	\$ 11.5					05/11/2008	05/10/2015	Common Stock	750
Stock Option (Right to Buy)	\$ 11.5					05/11/2009	05/10/2015	Common Stock	750
Stock Option (Right to Buy)	\$ 13.7	11/26/2013		M	1,500	05/10/2007	05/09/2016	Common Stock	1,500
Stock Option (Right to Buy)	\$ 13.7	11/26/2013		M	1,500	05/10/2008	05/09/2016	Common Stock	1,500
Stock Option (Right to Buy)	\$ 13.7	11/26/2013		M	1,500	05/10/2009	05/09/2016	Common Stock	1,500
Stock Option (Right to Buy)	\$ 13.7	11/26/2013		M	1,500	05/10/2010	05/09/2016	Common Stock	1,500

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COUCH DAVID DES C/O 850 - 76TH STREET SW GRAND RAPIDS, MI 49518			VP Information Technology	

## Signatures

/s/ Daniel C. Persinger, By Power of Attorney

11/27/2013

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).

Represents the aggregate number of shares sold at a weighted average price of \$22.65. The actual sales prices ranged from \$22.65 to

(1) \$22.66, rounded to the nearest whole cent. Details regarding aggregated sales transactions will be provided upon request by the Commission staff, the issuer, or a security holder of the issuer.

Represents the aggregate number of shares sold at a weighted average price of \$22.59. The actual sales prices ranged from \$22.53 to

(2) \$22.61, rounded to the nearest whole cent. Details regarding aggregated sales transactions will be provided upon request by the Commission staff, the issuer, or a security holder of the issuer.

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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