

CLEVELAND RUSSELL

Form 4

September 25, 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

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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)
09/24/2009

☒ 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)
				(A) or (D)	Price		
Common Stock	09/23/2009	09/28/2009	P	2,000	A \$ 1,492.51	300,750	I ⁽¹⁾
							Shares are held in RENN Global Entrepreneurs Fund, Inc.
Common Stock	09/23/2009	09/28/2009	P	1,790	A \$ 1,387.94	302,539	I ⁽¹⁾
							Shares are held in RENN Global Entrepreneurs Fund, Inc.
	09/24/2009	09/29/2009	P	2,189	A	304,728	I ⁽¹⁾

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Common Stock						\$ 1,788.79				Shares are held in RENN Global Entrepreneurs Fund, Inc.
Common Stock	09/23/2009	09/28/2009	P	2,000	A	\$ 1,492.51	549,561	I (1)		Shares are held in Renaissance US Growth Investment Trust Plc.
Common Stock	09/23/2009	09/28/2009	P	1,789	A	\$ 1,387.16	551,350	I (1)		Shares are held in Renaissance US Growth Investment Trust Plc.
Common Stock	09/24/2009	09/29/2009	P	2,189	A	\$ 1,786.79	553,539	I (1)		Shares are held in Renaissance US Growth Investment Trust Plc.
Common Stock	09/23/2009	09/28/2009	P	2,000	A	\$ 1,492.51	404,885	I (1)		Shares are held in Premier RENN Entrepreneurial Fund Ltd.
Common Stock	09/23/2009	09/28/2009	P	1,789	A	\$ 1,387.16	406,674	I (1)		Shares are held in Premier RENN Entrepreneurial Fund Ltd.
Common Stock	09/25/2009	09/29/2009	P	2,189	A	\$ 1,786.79	408,863	I (1)		Shares are held in Premier RENN Entrepreneurial Fund Ltd.

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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying	8. Price of Derivative Security	9. Number of Derivative Securities
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Securities (Instr. 3 and 4)	(Instr. 5)	Bene- ficial Own- er Fol- low- ing Repo- sition- ing (Instr.
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 LB59 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 SUITE 210, LB-59 DALLAS, TX 75206		X		

Signatures

/s/Russell
Cleveland 09/25/2009

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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