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	FRANK B										
Form 4	10										
May 13, 20									OME	B APPROVA	۸L
FOR	VI 4 UNITED	STATES					E COMMISS	SION	OMB	. 3235	-0287
Check	this box		VV	ashingto	n, D.C. 2	20549			Number	Janua	ry 31,
if no lo subject Section Form 4 Form 5		F CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Section 16(a) of the Securities Exchange Act of 1934,							Expires: 20 Estimated average burden hours per response		
obligati may co <i>See</i> Ins 1(b).	ions Section 17	(a) of the l	Public I	Utility Ho	olding Co		ct of 1935 or S				
(Print or Type	e Responses)										
	Address of Reporting G FRANK B	g Person <u>*</u>	Symbol			-	Issuer	ship of R	Reporting	Person(s) to	
				DE/ [FCN		ICSHARE	5	(Check	all applic	able)	
(Last)	(First) FICE BOX 1377	(Middle)		of Earliest /Day/Year) /2010		n	_X_ Direc _X_ Office below)	er (give ti			
CMITHEI	(Street)			nendment, I Ionth/Day/Yo	-	nal	6. Individua Applicable L _X_ Form fil	ıl or Joir ine) ed by On	nt/Group] he Reportin	Filing(Check	
	ELD, NC 27577	(7.)					Person				
(City)	(State)	(Zip)					Acquired, Dispo			-	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deeme Execution I any (Month/Da	Date, if	Code (Instr. 8)	4. Securit onAcquired Disposed (Instr. 3,	(A) or of (D) 4 and 5) (A) or	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Owner Form: Direct or India (I) (Instr. 4	ship Be (In (D) rect	Nature of Inc eneficial Own listr. 4)	
Class A Common Stock				Code V	Amount	(D) Price	1,066,826	D			
Class A Common Stock							240,836 <u>(1)</u>	Ι	an	y adult chil id their spo id children	
Class A Common Stock							26,430 <u>(1)</u>	I	-	y trust for a iildren	adult
Class A Common							8,214 <u>(2)</u>	Ι	-	y Twin Sta arming, Inc	

Stock			
Class A Common Stock	167,600 <u>(2)</u>	I	By First Citizens Bancorporation, Inc.
Class A Common Stock	28,628 <u>(2)</u>	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 <u>(2)</u>	I	By Southern BancShares(N.C.), Inc.
Class A Common Stock	46,000 <u>(2)</u>	I	By Southern Bank and Trust Company
Class A Common Stock	54,000 <u>(2)</u>	I	By Goshen, Inc.
Class A Common Stock	627 <u>(2)</u>	I	By E&F Properties, Inc.
Class B Common Stock	553,616 <u>(1)</u>	Ι	By adult children and their spouses and children
Class B Common Stock	45,900 <u>(2)</u>	Ι	By First Citizens Bancorporation, Inc.
Class B Common Stock	22,619 <u>(2)</u>	Ι	By Southern BancShares (N.C.), Inc.
Class B Common Stock	6,175 <u>(1)</u>	Ι	By trust for adult children
Class B Common Stock	1,355 <u>(2)</u>	Ι	By Twin States Farming, Inc.
Class B Common Stock	200 <u>(2)</u>	Ι	By E&F Properties, Inc.
Class A Common Stock	508,629 <u>(1)</u>	I	By Ella Ann 2009 GRAT

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Class B Common Stock						7,497 <u>(1)</u>	I	By Ella Ann 2008 GRAT
Class B Common Stock						35,216 <u>(1)</u>	I	By Ella Ann 2009 GRAT
Class A Common Stock						1,318 <u>(1)</u>	I	By spouse
Class A Common Stock						16,789	I	By F. Holding 2008 GRAT
Class B Common Stock						3,519 <u>(1)</u>	I	By spouse
Class A Common Stock						184,304 <u>(1)</u>	I	By Ella Ann 2008 GRAT
Class B Common Stock						950 <u>(1)</u>	I	By Ella Ann Lee Holding Revocable Trust dtd October 24, 2007
Class A Common Stock						310	I	By F. Holding 2009 GRAT
Class B Common Stock						2,400	D	
Class A Common Stock						25	Ι	By: F. Holding 2010 GRAT
Class B Common Stock	05/11/2010	Р	25	А	\$ 205	350	I	By Frank B. Holding Revocable Trust Dated October 24, 2004

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.

 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. Transacti Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Date	Amou		8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owno Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

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Reporting Owners

Reporting Owner Name / Address			Relationships						
	Director	10% Owner	Officer	Other					
HOLDING FRANK B POST OFFICE BOX 1377 SMITHFIELD, NC 27577	Х	Х	Executive Vice Chairman						
Signatures									
Frank B. Holding, By: E. Knox Proctor V.,									

Attorney-in-Fact

**Signature of Reporting Person

05/13/2010 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

- (1) 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.

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.