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MCGILL W Form 4 February 07	VILLIAM H JR											
										OMB AF	OMB APPROVAL	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549										OMB Number:	3235-0287	
Check th if no lon	der						Expires:	January 31, 2005				
subject t Section Form 4	16. or	STATEMENT OF CHANGES IN BENEFICIAL OWN SECURITIES								Estimated a burden hou response	verage	
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 Responses)												
MCGILL WILLIAM H JR Symbol					Name and Ticker or Trading 5. Relationship of Reporting Personal Supervision EMAX INC [HZO] (Charles and the supervision of Reporting Personal Supervision of Report Personal Supervision of R					son(s) to		
(Last)	(First) (M	fiddle)		Earliest Transaction (Check all applicable)						:)		
(Month/D 18167 U.S. HIGHWAY 19 NORTH, SUITE 300				Day/Year)					X Director 10% Owner X Officer (give title Other (specify below) President, Chairman, and CEO			
				th/Day/Year) Applicable Line) _X_ Form filed by					oint/Group Filing(Check One Reporting Person More than One Reporting			
(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned												
1.Title of Security (Instr. 3)	2. Transaction Date 2A. Deemed (Month/Day/Year) 2A. Deemed Execution Date, if any (Month/Day/Year)			Code	Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
				Code	v	Amount	or (D)	Price	(Instr. 3 and 4)			
Common Stock	02/03/2012			S <u>(1)</u>		11,048	D	\$9	1,020,792	D		
Common Stock	02/03/2012			S <u>(1)</u>		617	D	\$ 9.01	1,020,175	D		
Common Stock	02/03/2012			S <u>(1)</u>		2,800	D	\$ 9.02	1,017,375	D		
Common Stock	02/03/2012			S <u>(1)</u>		661	D	\$ 9.05	1,016,714	D		
Common Stock	02/03/2012			S <u>(1)</u>		139	D	\$ 9.06	1,016,575	D		

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Common Stock	02/03/2012	S <u>(1)</u>	197	D	\$ 9.07 1,016,378	D
Common Stock	02/03/2012	S <u>(1)</u>	400	D	\$ 9.09 1,015,978	D
Common Stock	02/03/2012	S <u>(1)</u>	900	D	\$ 9.1 1,015,078	D
Common Stock	02/03/2012	S <u>(1)</u>	3	D	\$ 9.105 1,015,075	D
Common Stock	02/03/2012	S <u>(1)</u>	400	D	\$ 9.11 1,014,675	D
Common Stock	02/03/2012	S <u>(1)</u>	110	D	\$ 9.12 1,014,565	D
Common Stock	02/03/2012	S <u>(1)</u>	478	D	\$ 9.13 1,014,087	D
Common Stock	02/03/2012	S <u>(1)</u>	522	D	\$ 9.14 1,013,565	D
Common Stock	02/03/2012	S <u>(1)</u>	3	D	\$ 9.145 1,013,562	D
Common Stock	02/03/2012	S <u>(1)</u>	2,826	D	\$ 9.15 1,010,736	D
Common Stock	02/03/2012	S <u>(1)</u>	22	D	\$ 9.155 1,010,714	D
Common Stock	02/03/2012	S <u>(1)</u>	600	D	\$ 9.16 1,010,114	D
Common Stock	02/03/2012	S <u>(1)</u>	35	D	\$ 9.165 1,010,079	D
Common Stock	02/03/2012	S <u>(1)</u>	700	D	\$ 9.17 1,009,379	D
Common Stock	02/03/2012	S <u>(1)</u>	1,839	D	\$ 9.18 1,007,540	D
Common Stock	02/03/2012	S <u>(1)</u>	200	D	\$ 9.19 1,007,340	D
Common Stock	02/03/2012	S <u>(1)</u>	268	D	\$ 9.2 1,007,072	D
Common Stock	02/03/2012	S <u>(1)</u>	193	D	\$ 9.21 1,006,879	D
Common Stock	02/03/2012	S <u>(1)</u>	39	D	\$ 9.215 1,006,840	D

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

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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	2. Conversion	3. Transaction Date (Month/Day/Year)		4. Transactio	5. Mumber	6. Date Exer Expiration D		7. Tit	le and int of	8. Price of Derivative	9. Nu Deriv
Security (Instr. 3)	or Exercise Price of Derivative Security	(Month/Day/Tear)	(Month/Day/Year)	Code (Instr. 8)	of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	(Month/Day/ e		Under Secur	rlying	Security (Instr. 5)	Secur Bene Owne Follo Repo Trans (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				
MCGILL WILLIAM H JR 18167 U.S. HIGHWAY 19 NORTH SUITE 300 CLEARWATER, FL 33764	х		President, Chairman, and CEO					
Signatures								
Kurt M. Frahn, Attorney-in-Fact	02/07/2012							
**Signature of Reporting Person	Date							

**Signature of Reporting Person

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) The shares were sold pursuant to a 10b5-1 Sales Plan.

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.