## Edgar Filing: Zuidema Richard W - Form 4

Zuidema Ri	chard W											
Form 4												
July 06, 201	2											
FORM	14									OMB AF	PROVAL	
Washington, D.C. 20549								OMB Number:	3235-0287			
Check th if no lon	ger									Expires:	January 31, 2005	
subject t Section Form 4 of	51AIE	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES									average ours per 0.5	
Form 5 obligatio may con <i>See</i> Instr 1(b).	tinue. Section 17	(a) of the	Public U	tility Ho	oldi	ing Coi	npan	•	Act of 1934, 1935 or Section			
(Print or Type	Responses)											
			8					0	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) (First) (Middle) 3. Date of Earliest				f Earliest	st Transaction				(Check an applicable)			
(Mo				Month/Day/Year) )7/03/2012					Director 10% Owner X Officer (give title Other (specify below) below) EVP & Secretary			
(Street) 4. If Amo				Amendment, Date Original					6. Individual or Joint/Group Filing(Check			
READING	, PA 19605		Filed(Mo	nth/Day/Y	ear)	-			Applicable Line) _X_ Form filed by Or Form filed by Mo Person	ne Reporting Per	son	
(City)	(State)	(Zip)	<b>T</b> - 1	I. T. NI	. <b>D</b> .	•	<b>C</b>				0	
								_	ired, Disposed of,		-	
1.Title of Security       2. Transaction Date (Month/Day/Year)       2A. Deemed Execution Date, if any (Month/Day/Year)			Date, if	Code (Instr. 3, 4 and 5)				(D)	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	V A	Amount	(D)	Price	(Instr. 3 and 4)			
Common Stock (1)	07/03/2012			S	7	700	D	\$ 36.0343 (2)	107,013	D		
Common Stock	07/05/2012			М	2	2,500	А	\$ 16.2	109,513	D		
Common Stock	07/05/2012			S	2	2,500	D	\$ 36.2006 ( <u>3)</u>	107,013	D		

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)

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## 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. Number on f Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Expiration Date		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. H Der Sec (In:
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Stock Options	\$ 16.2	07/05/2012		М	2,500	(4)	05/18/2019	Common Stock	2,500	

## **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Zuidema Richard W 2366 BERNVILLE ROAD READING, PA 19605			EVP & Secretary				
Signatures							
Karen J. Yodis, by Power of Attorney		07/06/20	12				

\*\*Signature of Reporting Person D 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).

Date

(1) The transactions reported on this Form 4 were effectuated pursuant to a Rule 10b5-1 Trading Plan adopted by the reporting person on February 16, 2012.

This transaction was executed in multiple trades at prices ranging from \$36.00 to \$36.08. The price reported reflects the weighted average(2) sale price. Full information regarding the number of shares sold and the prices at which the transactions were effected is available to the SEC staff, the issuer and any security holder of the issuer, upon request.

This transaction was executed in multiple trades at prices ranging from \$36.20 to \$36.2150. The price reported reflects the weighted(3) average sale price. Full information regarding the number of shares sold and the prices at which the transactions were effected is available to the SEC staff, the issuer and any security holder of the issuer, upon request.

- (4) These options vested in three equal installments on May 18, 2010, May 18, 2011, and May 18, 2012.
- (5) This reporting person holds an aggregate total of 100,437 option shares with various prices, exercisability and expiration dates.

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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.