RECKERT CHRISTOPHER S

Form 4 April 23, 2003

FORM 4

_ Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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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1. Name and Address of Reporting Person*					me and Tic FS _ CEFT		P	6. Relationship of Reporting Person(s)				
Reckert Christopher S (Last) (First) (Middle) 2525 Horizon Lake Drive, Suite 120				rting	ntification I g Person, voluntary)	Number	Mo	Statement for onth/Day/Year ril 23, 2003	10 X	to Issuer (Check all applicable) Director		
								Sr. VP and Chief Marketing Officer				
(Street)								5. If Amendment, Date of Original		7. Individual or Joint/Group Filing (Check Applicable Line)		
Memphis, TN 38133							(M	(Month/Day/Year)		X Form filed by One Reporting Person Form filed by More than One Reporting Person		
(City)	(State)	(Zip)	Т	Table I Non-Derivative Securities Acquired, Disposed of, or Beneficially (
1. Title of 2. Trans- 2A. Deemed Security action Execution (Instr. 3) Date Date,				Code	4. Securitie (A) or Disp (Instr. 3, 4	es Acqu	ired	5. Amount of Securities Beneficially		6. Owner- ship Form: Direct (D)	7. Nature of Indirect Beneficial	
	(Month/ Day/ Year)	if any (Month/Day/ Year)	Code	V	Amount	(A) or (D)	Price	Owned Following Reported Transactions(s) (Instr. 3 & 4)		or Indirect (I) (Instr. 4)	Ownership (Instr. 4)	
Common Stock									18,000	D		

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

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FORM 4 (continued) Table II - Derivative Securities Acquired, Disposed of, or Beneficially **Owned**

(e.g., puts, calls, warrants, options, convertible securities)

_	(**8*, F ****, **************************												
	1. Title of	2. Conver-	3. Trans-	3A.	4.	5. Number	6. Date Exercisable	7. Title and	8. Price of	9. Number of	10.	11. Natu	
	Derivative	sion or	action	Deemed	Trans-	of	and Expiration	Amount of	Derivative	Derivative	Owner-	of Indire	
١	Security	Exercise	Date	Execution	action	Derivative	Date	Underlying	Security	Securities	ship	Benefici	
		Price of		Date,	Code	Securities	(Month/Day/	Securities	(Instr. 5)	Beneficially	Form	Ownersh	
	(Instr. 3)	Derivative	(Month/	if any		Acquired	Year)	(Instr. 3 & 4)		Owned	of Deriv-	(Instr. 4)	
		Security		(Month/	(Instr.	(A) or				Following	ative		
			Year)	Day/	8)	Disposed				Reported	Security:		

^{*} If the form is filed by more than one reporting person, see Instruction 4(b)(v).

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			Year)	Code	(Iı &	F(D) nstr. 3, 5) (A)	D)	Date Exer-cisable	Expira- tion Date		Amount or Number of		Transaction(s) (Instr. 4)	Direct (D) or Indirect (I) (Instr. 4)	
Incentive Stock Options	5.0833							3/8/98	3/8/07	Common	Shares 8	5.0833			
Incentive Stock Options	6.7500							2/28/99	2/28/08	Common	28,124	6.7500			
Incentive Stock Options	10.5000							2/20/00	2/20/09	Common	151,868	10.5000			
Incentive Stock Options	13.2500							11/30/00	11/30/09	Common	20,000	13.2500			
Incentive Stock Options	6.0625							2/17/01	2/17/10	Common	70,000	9.0625			
Incentive Stock Options	21.0625							2/22/02	2/22/11	Common	220,000	21.0625			
Incentive Stock Options	33.3500							3/4/03	3/4/12	Common	125,000	33.3500			
Incnetive Stock Options	11.8700	04/01/03		A	20	0,000		04/01/04	04/01/13	Common	20,000	11.8700			
Incentive Stock Options	11.8700	04/01/03		A	11	1,574		04/01/04	04/01/13	Common	11,574	11.8700	646,574	D	

Explanation of Responses:

By: /s/ <u>Christopher S. Reckert</u> Charlene Kraft 04/23/2003 Date

**Signature of Reporting Person

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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^{**}Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).