

Edgar Filing: McCallum Mark I - Form 4

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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 30.18					05/01/2009	04/30/2013	Class B Common	9,941
Non-Qualified Stock Option (right to buy)	\$ 35.83					05/01/2007	04/30/2014	Class B Common	6,992
Stock Appreciation Right	\$ 45.53					05/01/2008	04/30/2015	Class B Common	10,569
Stock Appreciation Right	\$ 55.69					07/27/2006	04/30/2016	Class B Common	2,895
Stock Appreciation Right	\$ 53.8					05/01/2010	04/30/2017	Class B Common	10,012
Stock Appreciation Right	\$ 56.58					05/01/2011	04/30/2018	Class B Common	9,190
Stock Appreciation Right	\$ 43.1					05/01/2012	04/30/2019	Class B Common	14,705
Stock Appreciation Right	\$ 61.24					05/01/2013	04/30/2020	Class B Common	12,834
Stock Appreciation Right	\$ 73.95					05/01/2014	04/30/2021	Class B Common	14,521

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
McCallum Mark I 850 DIXIE HIGHWAY LOUISVILLE, KY 40210			Executive VP, COO	

Signatures

Diane M. Barhorst, Atty. in Fact for Mark
McCallum

05/02/2012

__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).
- (1) To satisfy tax withholding obligations associated with the July 24, 2008 grant of Class A common stock that vested on April 30, 2012, the reporting person surrendered 803 shares of Class A common stock.
 - (2) The closing price of BF-A (\$84.59) on April 30, 2012 was used to calculate the tax withholding obligations.

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.