

A.C. Moore Arts & Crafts, Inc.  
 Form 4  
 November 21, 2006

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

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

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

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)

1. Name and Address of Reporting Person \*  
**LESSER RICHARD G**

2. Issuer Name and Ticker or Trading Symbol  
**A.C. Moore Arts & Crafts, Inc.  
 [ACMR]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
**11/17/2006**

Director  10% Owner  
 Officer (give title below)  Other (specify below)

**C/O A.C. MOORE ARTS &  
 CRAFTS, INC., 130 A.C. MOORE  
 DRIVE**

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**BERLIN, NJ 08009**

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	11/17/2006		M		8,000 A \$ 7.69	8,000	D
Common Stock	11/17/2006		M		6,000 A \$ 2.875	14,000	D
Common Stock	11/17/2006		M		20,000 A \$ 3.94	34,000	D
Common Stock	11/17/2006		M		20,000 A \$ 8.32	54,000	D
	11/17/2006		S		300 D	53,700	D

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Common Stock						\$ 21.93		
Common Stock	11/17/2006		S	1,000	D	\$ 21.92	52,700	D
Common Stock	11/17/2006		S	800	D	\$ 21.96	51,900	D
Common Stock	11/17/2006		S	300	D	\$ 21.97	51,600	D
Common Stock	11/17/2006		S	600	D	\$ 22	51,000	D
Common Stock	11/17/2006		S	6,200	D	\$ 22.05	44,800	D
Common Stock	11/17/2006		S	43,800	D	\$ 21.78	1,000	D
Common Stock	11/17/2006		S	1,000	D	\$ 21.9	0	D

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

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SEC 1474  
(9-02)

**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)	8. Amount or Number of Shares
Director Stock Option (Right to Buy)	\$ 7.69	11/17/2006		M	8,000	<u>(1)</u> 07/17/2008	Common Stock	8,000
Director Stock Option (Right to Buy)	\$ 2.875	11/17/2006		M	6,000	<u>(2)</u> 07/19/2009	Common Stock	6,000

Buy)

Director  
Stock  
Option (Right to Buy)

\$ 3.94

11/17/2006

M

20,000

(3)

07/18/2010

Common  
Stock

20,000

Director  
Stock  
Option (Right to Buy)

\$ 8.32

11/17/2006

M

20,000

(4)

07/18/2011

Common  
Stock

20,000

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director 10% Owner Officer Other

LESSER RICHARD G  
C/O A.C. MOORE ARTS & CRAFTS, INC.  
130 A.C. MOORE DRIVE  
BERLIN, NJ 08009

X

## Signatures

/s/ Amy Rhoades, by Power of  
Attorney

11/21/2006

\*\*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) This option became exercisable in three equal annual installments on July 17, 1999, July 17, 2000 and July 17, 2001.
- (2) This option became exercisable in three equal annual installments on July 19, 2000, July 19, 2001 and July 19, 2002.
- (3) This option became exercisable in three equal annual installments on July 18, 2001, July 18, 2002 and July 18, 2003.
- (4) This option became exercisable in three equal annual installments on July 18, 2002, July 18, 2003 and July 18, 2004.

### Remarks:

The filing of this Statement shall not be construed as an admission (a) that the person filing this Statement is, for the purposes

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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