HOLDING FRANK B

Form 4/A March 17, 2011

FORM 4

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

OMB 3235-0287 Number:

Check this box if no longer subject to Section 16.

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

January 31, Expires: 2005 Estimated average

OMB APPROVAL

Form 4 or Form 5 obligations may continue. See Instruction

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

burden hours per response... 0.5

1(b).

Common

(Print or Type Responses)

	I Address of Reporting G FRANK B	g Person *	Symbol FIRS		NS BAN	or Trading	Issuer	ship of Repor	ting Person(s) to	
(Last) POST OF:	(First) FICE BOX 1377	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 09/22/2010				X Offic below)	_X_ Director _X_ 10% Owner _X_ Officer (give title Other (specify below) Executive Vice Chairman		
C. MITTATES	(Street)		4. If Amendment, Date Original Filed(Month/Day/Year) 09/24/2010				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting			
SMITHFI	ELD, NC 27577						Person	ou oy 111010 um	one reporting	
(City)	(State)	(Zip)	Ta	ble I - Non	-Derivativ	e Securities	Acquired, Dispo	osed of, or Be	eneficially Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deeme Execution any (Month/Da	Date, if	3. Transaction Code (Instr. 8)	4. Securit onAcquired Disposed (Instr. 3, 4)	(A) or of (D)	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 Beneficial Ownership (Instr. 4)	
Class A Common Stock							261,100	D		
Class A Common Stock							420	I	By F. Holding 2009 GRAT	
Class A Common Stock							619,979	I	By: F. Holding 2010 GRAT	
Class A							784 <u>(1)</u>	I	By spouse	

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Stock			
Class A Common Stock	381,091 (1)	I	By Ella Ann 2009 GRAT
Class A Common Stock	313,869 (1)	I	By Ella Ann 2010 GRAT
Class A Common Stock	442,439 (1)	I	By adult children and their spouses and children
Class A Common Stock	26,430 (1)	I	By trust for adult children
Class A Common Stock	8,214 (2)	I	By Twin States Farming, Inc.
Class A Common Stock	167,600 (2)	I	By First Citizens Bancorporation, Inc.
Class A Common Stock	28,628 (2)	I	By Heritage BancShares, Inc. and subsidiary
Class A Common Stock	100,000 (2)	I	By Fidelity BancShares, Inc.
Class A Common Stock	46,699 (2)	I	By Southern BancShares(N.C.), Inc.
Class A Common Stock	46,000 (2)	I	By Southern Bank and Trust Company
Class A Common Stock	54,000 (2)	I	By Goshen, Inc.
Class A Common Stock	627 (2)	I	By E&F Properties, Inc.
Class B Common Stock	562,431 (1)	I	By adult children and their spouses and children
Class B Common Stock	45,900 (2)	I	By First Citizens Bancorporation, Inc.

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Class B Common Stock					22,619 (2)	I	By Southern BancShares (N.C.), Inc.
Class B Common Stock					6,175 <u>(1)</u>	I	By trust for adult children
Class B Common Stock					1,355 (2)	I	By Twin States Farming, Inc.
Class B Common Stock					200 (2)	I	By E&F Properties, Inc.
Class B Common Stock					35,216 <u>(1)</u>	I	By Ella Ann 2009 GRAT
Class B Common Stock					2,851 (1)	I	By spouse
Class B Common Stock					850 <u>(1)</u>	Ι	By Ella Ann Lee Holding Revocable Trust dtd October 24, 2007
Class B Common Stock	09/22/2010	P	165 (3) A	\$ 190	2,390 (3)	D	
Class B Common Stock					2,325	I	By Frank B. Holding Revocable Trust Dated October 24, 2004

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 required to respond unless the form displays a currently valid OMB control number.

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	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exercisable and	7. Title and	8. Price of	9
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onNumber	Expiration Date	Amount of	Derivative]
Security	or Exercise		any	Code	of	(Month/Day/Year)	Underlying	Security	5
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e	Securities	(Instr. 5)]
	Derivative				Securities	3	(Instr. 3 and 4)		(
	Security				Acquired				J
					(A) or				J
					Disposed				7
					of (D)				(

9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr

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(Instr. 3, 4, and 5)

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
HOLDING FRANK B							
POST OFFICE BOX 1377	X	X	Executive Vice Chairman				
SMITHFIELD, NC 27577							

Signatures

Frank B. Holding, By: William R. Lathan, Jr. Attorney-in-Fact

03/16/2011

**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).
- The reporting person disclaims beneficial ownership of these securities, and this report shall not be deemed an admission that the (1) reporting person is the beneficial owner of such securities for purposes of Section 16 of the Securities Exchange Act of 1934 or for any other purpose.
- (2) The reporting person is a director, officer and/or principal shareholder of the companies that own these shares, but he disclaims beneficial ownership of the listed shares except to the extent of his pecuniary interest therein.
- Due to a typographical error, the original Form 4, which this report amends, reported that the amount of securites acquired was 195 shares of Class B common stock. The correct amount should be 165 shares of Class B common stock acquired. The total amount of securities owned following reported transactions also reflects this correction.

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.

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