## Edgar Filing: ASHE O REID - Form 4

ASHE O R Form 4							
December FORN Check ti if no lo subject Section Form 4 Form 5 obligati may co See Insi 1(b). (Print or Type	<b>VI 4</b> this box nger to 16. or sons ntinue. truction <b>STATEN</b> <b>STATEN</b> <b>STATEN</b> Section 170	MENT OF CH rsuant to Sectio (a) of the Public	CURITIES AND EXCHANGE Washington, D.C. 20549 ANGES IN BENEFICIAL OV SECURITIES on 16(a) of the Securities Excha c Utility Holding Company Act e Investment Company Act of 1	WNERSHIP OF nge Act of 1934, of 1935 or Section	OMB Number: Expires: Estimated a burden hou response	irs per	
1. Name and ASHE O F (Last)	Address of Reporting REID	Symt MEI Middle) 3. Da (Mon	ssuer Name <b>and</b> Ticker or Trading pol DIA GENERAL INC [MEG] te of Earliest Transaction th/Day/Year) 5/2009	X Director X Officer (give below)	all applicable	e) 6 Owner er (specify	
RICHMO	(Street) ND, VA 23219		Amendment, Date Original (Month/Day/Year)	<ul> <li>6. Individual or Joint/Group Filing(Check Applicable Line)</li> <li>_X_ Form filed by One Reporting Person</li> <li> Form filed by More than One Reporting Person</li> </ul>			
(City)	(State)	(Zip)	Fable I - Non-Derivative Securities A	cquired, Disposed of,	or Beneficial	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		3.4. SecuritiesifTransactionAcquired (A) orCodeDisposed of (D)	5. Amount of 6. Securities For Beneficially (E Owned (I)	Ownership orm: Direct 0) or Indirect	7. Nature of Indirect	
Reminder: Re	eport on a separate lin	e for each class of	information cont required to resp	or indirectly. spond to the collect ained in this form a ond unless the form ntly valid OMB cont	re not	EC 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. Number	6. Date Exercisable and	7. Title and Amount of	8. Price
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactionof		Expiration Date	Underlying Securities	Derivativ
Security	or Exercise		any	Code	Derivative	(Month/Day/Year)	(Instr. 3 and 4)	Security

number.

## Edgar Filing: ASHE O REID - Form 4

(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr.	8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)						(Instr. 5)	
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		
Phantom Stock (1)	\$ O	12/15/2009		А		166		(2)	(2)	Class A Common Stock	166	\$ 0

## **Reporting Owners**

Reporting Owner Name / Address	ss Relationships							
1	Director	10% Owner	Officer	Other				
ASHE O REID 333 EAST FRANKLIN ST RICHMOND, VA 23219	Х		Exec. Vice President and COO					
Signatures								
/s/ O. Reid Ashe Jr., by George Attorney-in-fact	e L. Maho	12/16/2009						

\*\*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) Units acquired under Company deferred compensation plan, final balance of which is distributed upon employee's termination of service.
- (2) Upon retirement, employee has several options as to the timing of payout.
- (3) Additionally, 83,200 non-derivative Class A common shares are held directly and 5,375 non-derivative Class A common shares are held indirectly.

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.