Edgar Filing: ASHE O REID - Form 4

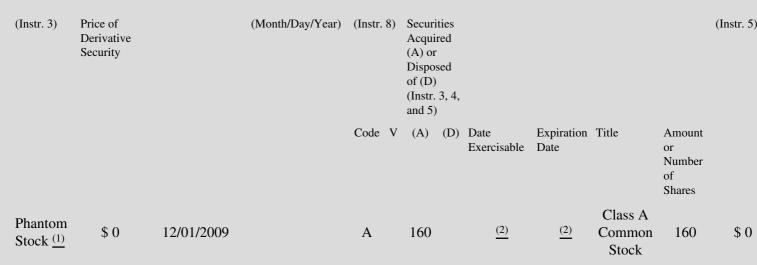
ASHE O R Form 4							
Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue STATEMENT O STATEMENT O			CURITIES AND EXCHAN Washington, D.C. 20549 HANGES IN BENEFICIAL SECURITIES on 16(a) of the Securities Exc ic Utility Holding Company Act	COWNERSHIP OF change Act of 1934, Act of 1935 or Section	OMB Number: Expires: Estimated a burden hour response		
1(b). (Print or Type	e Responses)						
1. Name and Address of Reporting Person <u>*</u> ASHE O REID			Issuer Name and Ticker or Trading bol DIA GENERAL INC [MEG	Issuer			
(Last) (First) (Middle) 333 EAST FRANKLIN ST (Street)			ate of Earliest Transaction nth/Day/Year) 01/2009	X Director X Officer (give below)	X Officer (give title Other (specify		
			Amendment, Date Original d(Month/Day/Year)	Applicable Line) _X_ Form filed by O	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting		
	ND, VA 23219	(77)		Person		. 0	
(City) 1.Title of Security (Instr. 3)	(State) 2. Transaction Date (Month/Day/Year)		Code Disposed of (D) ar) (Instr. 8) (Instr. 3, 4 and 5) (A) or	5. Amount of 6. Securities For Beneficially (E Owned (E)	Ownership orm: Direct)) or Indirect	7. Nature of Indirect	
Reminder: R	eport on a separate lin	e for each class of	information of required to re	ctly or indirectly. • respond to the collect contained in this form a espond unless the form urrently valid OMB cont	ire 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	Transacti	onof	Expiration Date	Underlying Securities	Derivativ
Security	or Exercise		any	Code	Derivative	(Month/Day/Year)	(Instr. 3 and 4)	Security

number.

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Reporting Owners

Reporting Owner Name / Address	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 L. Mahoney, Attorney-in-fact			12/02/2009	

**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.