

Holland H. Russell III  
Form 4  
August 18, 2009

**FORM 4**

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

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

## OMB APPROVAL

OMB  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Holland H. Russell III

2. Issuer Name **and** Ticker or Trading  
Symbol

SEACOAST BANKING CORP OF  
FLORIDA [SBCF]

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction  
(Month/Day/Year)

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

EVP &amp; Chief Banking Officer

C/O SEACOAST BANKING CORP.  
OF FLORIDA, P. O. BOX 9012

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

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

(Street)

STUART, FL 34995

(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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|--------|------------|---------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount | (A) or (D) | Price   |                                                                                               |                                                          |                                   |
| Common Stock                    | 08/14/2009                           |                                                    | P <sup>(1)</sup>               |                                                                   | 22,222 | A          | \$ 2.25 | 22,222                                                                                        | D                                                        |                                   |
| Common Stock                    |                                      |                                                    |                                |                                                                   |        |            |         | 2,658.895                                                                                     | D                                                        | <sup>(2)</sup>                    |
| Common Stock                    |                                      |                                                    |                                |                                                                   |        |            |         | 121                                                                                           | D                                                        | <sup>(3)</sup>                    |
| Common Stock                    |                                      |                                                    |                                |                                                                   |        |            |         | 2,000                                                                                         | D                                                        | <sup>(4)</sup>                    |
| Common Stock                    |                                      |                                                    |                                |                                                                   |        |            |         | 1,090                                                                                         | D                                                        | <sup>(5)</sup>                    |

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|                 |            |              |
|-----------------|------------|--------------|
| Common<br>Stock | 518        | D <u>(6)</u> |
| Common<br>Stock | 1,309.8393 | D <u>(7)</u> |

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<br>Derivative<br>Security<br>(Instr. 3)             | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5.<br>Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |
|-----------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------|
|                                                                 |                                                                       |                                         |                                                             | Code                                    | V (A) (D)                                                                                                             | Date Exercisable<br>Expiration Date                            | Title<br>Amount<br>or<br>Number<br>of Shares                        |
| Stock-settled<br>Stock<br>Appreciation<br>Rights <sup>(8)</sup> | \$ 27.36                                                              |                                         |                                                             |                                         |                                                                                                                       | 07/06/2008 <sup>(9)</sup> 07/06/2016                           | Common<br>Stock 3,000                                               |
| Stock-settled<br>Stock<br>Appreciation<br>Rights <sup>(8)</sup> | \$ 22.22                                                              |                                         |                                                             |                                         |                                                                                                                       | 04/02/2009 <sup>(9)</sup> 04/02/2017                           | Common<br>Stock 28,198                                              |

## Reporting Owners

| Reporting Owner Name / Address                                                                        | Relationships                        |
|-------------------------------------------------------------------------------------------------------|--------------------------------------|
|                                                                                                       | Director 10% Owner Officer Other     |
| Holland H. Russell III<br>C/O SEACOAST BANKING CORP. OF FLORIDA<br>P. O. BOX 9012<br>STUART, FL 34995 | EVP &<br>Chief<br>Banking<br>Officer |

## Signatures

Sharon Mehl as power of attorney for H. Russell  
Holland, III

08/18/2009

\_\_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) Shares purchased in a common stock offering, a final prospectus on which was filed with the SEC on August 17, 2009 pursuant to the Securities Act of 1933 Rule 424(b)(4).
- (2) Held jointly with spouse  
Represents unvested time-based restricted stock awards granted under Seacoast's 2000 Long-Term Incentive Plan on 2/2/07 which vest in
- (3) 25% increments beginning on the second anniversary of the date of grant, and each of the three anniversaries thereafter, subject to continued employment.
- (4) Held in revocable trust
- (5) Held in IRA
- (6) Held in the Company's Employee Stock Purchase Plan as of December 31, 2008
- (7) Represent shares held in the Company's Retirement Savings Plan as of June 30, 2009
- (8) Granted pursuant to Seacoast Banking Corporation of Florida's 2000 Long-Term Incentive Plan
- (9) Vest over five years in 25% increments beginning on the second anniversary of the date of grant (the date indicated) and each of the following three anniversaries thereafter, subject to continued employment

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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