Dempe Charles Michael Form 4 November 15, 2011

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB APPROVAL OMB 3235-0287

Number: January 31, Expires:

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Check this box if no longer subject to Section 16. Form 4 or Form 5

obligations

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

may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

Stock

(Print or Type Responses)

1. Name and Address of Reporting Person * Dempe Charles Michael			2. Issue Symbol	er Name a	and Ticker or Trading	5. Relationship of Reporting Person(s) to Issuer				
				HEWS [MATV	INTERNATIONAL W]	(Check all applicable)				
(Last)	(First)	(Middle)		of Earlies Day/Year	t Transaction		10%			
500 GRANT AVENUE			11/15/2	2011		below) below) President, Brand Solutions Ame				
	(Street)	4. If Am	endment,	Date Original	6. Individual or Joint/Group Filing(Check					
		Filed(Mo	onth/Day/Y	(ear)	Applicable Line) _X_ Form filed by One Reporting Person					
EAST BUTI	29				Form filed by Person	More than One Re	eporting			
(City)	(State)	(Zip)	Tab	ole I - No	n-Derivative Securities Ac	quired, Disposed	of, or Beneficial	ly Owned		
1.Title of	2. Transaction	Date 2A. Dee		3.	4. Securities Acquired		6. Ownership	7. Nature of		

Security Execution Date, if Transaction(A) or Disposed of (D) Securities Form: Direct Indirect (Month/Day/Year) (Instr. 3) Code (Instr. 3, 4 and 5) Beneficially (D) or Beneficial Owned (Month/Day/Year) (Instr. 8) Indirect (I) Ownership Following (Instr. 4) (Instr. 4) Reported (A) Transaction(s) (Instr. 3 and 4) Code V Amount (D) Price Class A Common $F^{(1)}$ 246 D D 11/15/2011 10.831

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of	2.	3. Transaction Date		4.	5.	6. Date Exerc		7. Title a		8. Price of	9. Nu
Derivative Security (Instr. 3)	Conversion or Exercise Price of Derivative Security	(Month/Day/Year)	Execution Date, if any (Month/Day/Year)	Transactic Code (Instr. 8)	onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)			Amount Underlyi Securitie (Instr. 3	ing es	Derivative Security (Instr. 5)	Deriv Secur Bene Own Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	or Title N of	umber		

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Dempe Charles Michael 500 GRANT AVENUE EAST BUTLER, PA 16029

President, Brand Solutions Ame

Signatures

C. Michael

Dempe 11/15/2011
**Signature of Date

**Signature of Reporting Person

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) Sale of shares to the registrant to cover tax withholdings on the vesting of restricted shares.

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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