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PEARSON	ANDRALL								
Form 4	2005								
December (
FORM	A 4 UNITED	STATES SECU	RITIES .	AND EX	CHA	ANGE CO	OMMISSION		PROVAL
Check t	his hov	Wa	shingtor	n, D.C. 20	0549			Number:	3235-0287
if no lor subject Section Form 4	to STATEN 16.	MENT OF CHAN		BENEF	TICIA	AL OWN	ERSHIP OF	Expires: Estimated a burden hour response	
Form 5 obligati may con <i>See</i> Inst 1(b).	ons ntinue. Section 17(rsuant to Section (a) of the Public U 30(h) of the I	Jtility Ho	lding Co	mpan	y Act of	1935 or Section	·	
(Print or Type	Responses)								
	Address of Reporting	Symbol	er Name an BRANDS				5. Relationship of l Issuer		
(Last)	(First) (of Earliest 7	-	-		(Check	all applicable)
1441 GAR	DINER LANE	(Month/ 12/08/2	Day/Year) 2005				X Director Officer (give t below)		Owner r (specify
	(Street)		endment, D	-	al		6. Individual or Joi	nt/Group Filin	g(Check
LOUISVII	LE, KY 40213	Filed(Mo	onth/Day/Ye	ar)			Applicable Line) _X_ Form filed by O Form filed by M Person		
(City)	(State)	(Zip) Tab	ole I - Non-	Derivative	Secu	rities Acqu	ired, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	4. Securit oror Dispos (Instr. 3, 4	ed of (4 and :		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
					(A) or		Transaction(s)	(I) (Instr. 4)	
Common Stock	12/08/2005	12/08/2005	Code V M	Amount 25,000 (1)	(D) A	Price \$ 15.8164	(Instr. 3 and 4) 304,098	D	
Common Stock	12/08/2005	12/08/2005	S	2,857 (1)	D	\$ 48.1	301,241	D	
Common Stock	12/08/2005	12/08/2005	S	2,043 (1)	D	\$ 48.09	299,198	D	
Common Stock	12/08/2005	12/08/2005	S	643 <u>(1)</u>	D	\$ 48.08	298,555	D	
Common Stock	12/08/2005	12/08/2005	S	329 <u>(1)</u>	D	\$ 48.07	298,226	D	
	12/08/2005	12/08/2005	S		D	\$ 48.06	296,955	D	

Common Stock				1,271 (1)					
Common Stock	12/08/2005	12/08/2005	S	2,914 (1)	D	\$ 48.05	294,041	D	
Common Stock	12/08/2005	12/08/2005	S	443 <u>(1)</u>	D	\$ 48.04	293,598	D	
Common Stock	12/08/2005	12/08/2005	S	114 <u>(1)</u>	D	\$ 48.02	293,484	D	
Common Stock	12/08/2005	12/08/2005	S	71 <u>(1)</u>	D	\$ 48.01	293,413	D	
Common Stock	12/08/2005	12/08/2005	S	7,743 (1)	D	\$ 48	285,670	D	
Common Stock	12/08/2005	12/08/2005	S	3,614 (1)	D	\$ 47.99	282,056	D	
Common Stock	12/08/2005	12/08/2005	S	1,629 (1)	D	\$ 47.98	280,427	D	
Common Stock	12/08/2005	12/08/2005	S	100 (1)	D	\$ 47.97	280,327	D	
Common Stock	12/08/2005	12/08/2005	S	43 <u>(1)</u>	D	\$ 47.96	280,284	D	
Common Stock	12/08/2005	12/08/2005	S	1,186 (1)	D	\$ 47.95	279,098	D	
Common Stock							35,000	Ι	By

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.

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	· · · · · · · · · · · · · · · · · · ·	Execution Date, if any	4. Transactio Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		Underlying	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

wife

Employee									
Stock Option	\$ 15.8164	12/08/2005	12/08/2005	М	25,000	11/03/2001	11/03/2007	Common	25,000
(right to	φ 15.0101	12,00,2003	12/00/2003	101	<u>(1)</u>	11/05/2001	11/05/2007	Stock	23,000
buy)									

Reporting Owners

Reporting Owner Name / Addr	ess	Relationships							
	Director	10% Owner	Officer	Other					
PEARSON ANDRALL 1441 GARDINER LANE LOUISVILLE, KY 40213	Х								
Signatures									
Andrall E. Pearson	12/08/2005								
<u>**</u> 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 exercised and sold pursuant to SEC 10b5-1 plan.

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.