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PEARSON	ANDRALL									
Form 4										
January 10,										
FORM	Л 4 _{UNITED}	STATES SECU	RITIES	AND EX	СНА	NGE CO	OMMISSION		PROVAL	
			shington					Number:	3235-0287	
Check t if no lor							Expires:	January 31, 2005		
subject to Section 16. Form 4 or		MENT OF CHAI	NGES IN SECU	ERSHIP OF	Estimated average burden hours per response					
Form 5 obligation may con <i>See</i> Inst 1(b).	ons Section 17	rsuant to Section (a) of the Public U 30(h) of the Is	Jtility Ho	lding Cor	npan	y Act of	1935 or Section			
(Print or Type	Responses)									
	Address of Reporting I ANDRALL	Symbol	er Name an BRANDS			0	5. Relationship of I Issuer	Reporting Pers	on(s) to	
(Last)		of Earliest 7	-	01,1]		(Check all applicable)				
1441 GAR	. ,	Day/Year)				_X_ Director 10% Owner Other (specify below) below)				
	(Street)		endment, D onth/Day/Yea	-	ıl		6. Individual or Joint/Group Filing(Check Applicable Line)			
LOUISVII	LLE, KY 40213		·				X_ Form filed by O Form filed by Mo Person			
(City)	(State)	(Zip) Tak	ole I - Non-	Derivative	Secur	rities Acqu	ired, Disposed of,	or Beneficial	ly Owned	
Security (Month/Day/Year) Execution Date, if Transaction I					ed of (4 and 5		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) (Instr. 3 and 4)	(Instr. 4)		
Common Stock	01/09/2006	01/09/2006	Code V M	Amount 25,000 (1)	(D) A	Price \$ 15.8164	304 098	D		
Common Stock	01/09/2006	01/09/2006	S	61 <u>(1)</u>	D	\$ 49.39	304,037	D		
Common Stock	01/09/2006	01/09/2006	S	37 <u>(1)</u>	D	\$ 49.38	304,000	D		
Common Stock	01/09/2006	01/09/2006	S	13 <u>(1)</u>	D	\$ 49.37	303,987	D		
Common Stock	01/09/2006	01/09/2006	S	13 <u>(1)</u>	D	\$ 49.36	303,974	D		
	01/09/2006	01/09/2006	S	50 <u>(1)</u>	D	\$ 49.35	303,924	D		

Common Stock								
Common Stock	01/09/2006	01/09/2006	S	25 <u>(1)</u>	D	\$ 49.34	303,899	D
Common Stock	01/09/2006	01/09/2006	S	25 <u>(1)</u>	D	\$ 49.33	303,874	D
Common Stock	01/09/2006	01/09/2006	S	13 <u>(1)</u>	D	\$ 49.32	303,861	D
Common Stock	01/09/2006	01/09/2006	S	162 <u>(1)</u>	D	\$ 49.31	303,699	D
Common Stock	01/09/2006	01/09/2006	S	250 <u>(1)</u>	D	\$ 49.3	303,449	D
Common Stock	01/09/2006	01/09/2006	S	13 <u>(1)</u>	D	\$ 49.29	303,436	D
Common Stock	01/09/2006	01/09/2006	S	200 (1)	D	\$ 49.28	303,236	D
Common Stock	01/09/2006	01/09/2006	S	112 (1)	D	\$ 49.27	303,124	D
Common Stock	01/09/2006	01/09/2006	S	62 <u>(1)</u>	D	\$ 49.26	303,062	D
Common Stock	01/09/2006	01/09/2006	S	212 <u>(1)</u>	D	\$ 49.25	302,850	D
Common Stock	01/09/2006	01/09/2006	S	100 (1)	D	\$ 49.24	302,750	D
Common Stock	01/09/2006	01/09/2006	S	250 <u>(1)</u>	D	\$ 49.23	302,500	D
Common Stock	01/09/2006	01/09/2006	S	237 (1)	D	\$ 49.22	302,263	D
Common Stock	01/09/2006	01/09/2006	S	349 <u>(1)</u>	D	\$ 49.21	301,914	D
Common Stock	01/09/2006	01/09/2006	S	1,236 (1)	D	\$ 49.2	300,678	D
Common Stock	01/09/2006	01/09/2006	S	861 <u>(1)</u>	D	\$ 49.19	299,817	D
Common Stock	01/09/2006	01/09/2006	S	3,557 (1)	D	\$ 49.18	296,260	D
Common Stock	01/09/2006	01/09/2006	S	1,098 (1)	D	\$ 49.17	295,162	D
Common Stock	01/09/2006	01/09/2006	S	5,117 (1)	D	\$ 49.16	290,045	D
	01/09/2006	01/09/2006	S		D	\$ 49.15	286,875	D

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Common Stock			3 (1	,170						
Common Stock							35,000	Ι	By wife	
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 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	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. 5. Number of Transactio/Derivative 6. Date Exercisable and Expiration Date (Month/Day/Year) (Instr. 8) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)			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
Employee Stock Option (right to buy)	\$ 15.8164	01/09/2006	01/09/2006	М		25,000 (1)	11/03/2001	11/03/2007	Common Stock	25,000

Reporting Owners

Reporting Owner Name / Addr	'ess	ss Relationships								
	Director	10% Owner	Officer	Other						
PEARSON ANDRALL 1441 GARDINER LANE LOUISVILLE, KY 40213	Х									
Signatures										
Andrall E. Pearson	01/10/2006									
**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.