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Form 4	OBERTT										
February 1	1, 2010										
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION								т	OMB APPROVAL		
	UNITED	SIAIES S		ashingto				COMMISSION	OMB Number:	3235-0287	
Check if no lo subject Sectior Form 4 Form 5 obligat may co	rsuant to Se (a) of the Pu	F CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Section 16(a) of the Securities Exchange Act of 1934, Public Utility Holding Company Act of 1935 or Section of the Investment Company Act of 1940						January 3 Expires: 200 Estimated average burden hours per response 0.			
<i>See</i> Ins 1(b).	struction	50(11) 0	i uic i	in vestiner	n comp	illy 1					
(Print or Type	e Responses)										
	Address of Reporting	S	Symbol	er Name a			-	5. Relationship or Issuer	f Reporting Per ck all applicabl		
(Last) (First) (Middle) 286 GREENWOOD CT			3. Date of Earliest Transaction(Month/Day/Year)02/10/2010					XDirector10% Owner Officer (give titleOther (specify below)below)			
EASTAL	(Street)	I		nendment, I onth/Day/Ye	-	nal		6. Individual or J Applicable Line) _X_ Form filed by Form filed by M	One Reporting P	erson	
	RORA, NY 1405							Person			
(City)	(State)	(Zip)	Ta	ble I - Non	-Derivativ	e Seci	urities Ac	equired, Disposed o	f, or Beneficia	lly Owned	
1.Title of Security 2. Transaction Date 2A. Deemed 3. 4. Securities Acquired (Month/Day/Year) Execution Date, if any Transaction(A) or Disposed of (D) (Instr. 3) (Month/Day/Year) Code (Instr. 3, 4 and 5) (Month/Day/Year) (Month/Day/Year) (Instr. 8)				d of (D)	Beneficially	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)				
				Code V	Amount	or (D)	Price	(Instr. 3 and 4)			
\$.01 PV Com Stk	02/10/2010			М	4,970	А	\$ 4.273	56,493	D		
\$.01 PV Com Stk	02/10/2010			S	4,557	D	\$ 8.01	51,936	D		
\$.01 PV Cl B Stk	02/10/2010			М	3,573	А	\$ 4.273	55,887	D		

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

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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 TransactiorDerivative Code Securities (Instr. 8) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. l De Seo (In	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Option	\$ 4.273	02/10/2010		М		4,970	08/15/2000	02/15/2010	\$.01 PV Com Stk	4,970	\$
Option	\$ 4.273	02/10/2010		М		3,573	08/15/2000	02/15/2010	\$.01 PV Cl B Stk	3,573	\$
Option	\$ 8.082						08/15/2001	02/15/2011	\$.01 PV Com Stk	4,970	
Option	\$ 8.082						08/15/2001	02/15/2011	\$.01 PV Cl B Stk	2,795	
Option	\$ 5.969						08/14/2002	02/14/2012	\$.01 PV Com Stk	4,970	
Option	\$ 5.969						08/14/2002	02/14/2012	\$.01 PV Cl B Stk	1,243	
Option	\$ 4.146						08/11/2003	02/11/2013	\$.01 PV Com Stk	4,970	
Option	\$ 4.146						08/11/2003	02/11/2013	\$.01 PV Cl B Stk	1,243	
Option	\$ 4.392						08/19/2004	02/19/2014		4,000	

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							\$.01 PV Com Stk	
Option	\$ 4.392				08/19/2004	02/19/2014	\$.01 PV Cl B Stk	1,000
Option	\$ 5.232				08/28/2005	02/28/2015	\$.01 PV Com Stk	4,000
Option	\$ 5.232				08/28/2005	02/28/2015	\$.01 PV Cl B Stk	1,000
Option	\$ 10.728				09/06/2006	03/06/2016	\$.01 PV Com Stk	5,000
Option	\$ 10.728				09/06/2006	03/06/2016	\$.01 PV Cl B Stk	1,250
Option	\$ 14.08				09/20/2007	03/20/2017	\$.01 PV Com Stk	5,000
Option	\$ 14.08				09/20/2007	03/20/2017	\$.01 PV Cl B Stk	1,250
Option	\$ 15.288				09/20/2008	03/20/2018	\$.01 PV Com Stk	2,500
Option	\$ 15.288				09/20/2008	03/20/2018	\$.01 PV Cl B Stk	625
Option (1)	\$ 7.4	03/05/2009	А	4,000	09/05/2009	03/05/2019	\$.01 PV Com Stk	4,000

Reporting Owners

Reporting Owner Name / Address

Relationships

10% Owner Officer Other

BRADY ROBERT T	
286 GREENWOOD CT	Х
EAST AURORA, NY 14052	

Signatures

/s/David C. Burney as Power of Attorney for Robert T. Brady

**Signature of Reporting Person

02/11/2010

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

Director

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Granted pursuant to Company's 2005 Director Stock Option 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.