FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washir

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

ngton, D.C. 20549	OMB APPROVAL

OMB Number: Estimated average burden hours per response: 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

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1. Name and Address of Reporting Person*																	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)						
Zuidema Richard W																	Direc	ctor		10% O)wner		
(Look) (Eirok) (Middle)						3. Date of Earliest Transaction (Month/Day/Year)												Officer (give title below)		Other (specify below)			
(Last) (First) (Middle) 2366 BERNVILLE ROAD						05/16/2011										EVP & Secretary							
2500 BERTVILLE ROAD																							
(Street)						4. If Amendment, Date of Original Filed (Month/Day/Year)											Individual or Joint/Group Filing (Check Applicable Line)						
READING PA 19605																	X Form filed by One Reporting Person						
											Form filed by More than One Reporting												
(City)	(St	ate) (Zip)														Pers	on					
		Tabl	e I - No	n-Deriv	/ative	Se	ecurit	ies Ac	quire	ed, C)is	posed o	f, oı	Ben	efici	ally O	wne	ed					
1. Title of Security (Instr. 3) 2. Transar Date (Month/Da						ar)	Execut if any	2A. Deemed Execution Date, if any (Month/Day/Year)		Transaction Disposed Code (Instr. 5)			ties Acquired (A) d Of (D) (Instr. 3, 4			and Sec Ben Owr		cially d Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership		
										de \	,	Amount		(A) or (D)	Price	. т	Reported Fransaction(s) Instr. 3 and 4)				(Instr. 4)		
Common Stock ⁽¹⁾ 05/16					5/2011				A	A		15,183	3	A	\$	0	105,233			D			
Common Stock 05/17/										3		447		D	\$35	5.79	79 104,786			D			
		Та										sed of, onvertib					ned						
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deem Execution if any (Month/Da	ed 4. Date, Transac Code (In			on of De Se Ac (A) Dis of (In	5. Number of		te Exeration th/Day	Date		7. Title and Amount of Securities Underlying Derivative Security (Instrand 4)		ıstr. 3			9. Number or derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4)	Ownersh Form: Direct (D or Indirec (I) (Instr.	Ownership	Beneficial Ownership (Instr. 4)		
					Code	v	(A)	(D)	Date Exerc	cisable		Expiration Date	Title	or Nu of	ount mber ares								

Explanation of Responses:

1. These shares were granted as market share units and vest one-hundred percent on May 16, 2014, subject to acceleration and cancellation upon the occurrence of certain events.

Karen J. Yodis, by Power of <u>Attorney</u>

05/18/2011

** Signature of Reporting Person

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

- * 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.