### Edgar Filing: Paymal Tim J - Form 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 Filed purs	STATES SECUI Wa IENT OF CHAN suant to Section 1 a) of the Public U 30(h) of the Ir	shington NGES IN SECUF (6(a) of th (tility Hol	, D.C. 20 BENEF RITIES ne Securi ding Con	)549 TICLA ties H npan	AL OWN Exchange y Act of	ERSHIP OF Act of 1934, 1935 or Sectior	OMB Number: Expires: Estimated a burden hour response		
1. Name and Address of Reporting F Paymal Tim J	uer Name <b>and</b> Ticker or Trading l SAY CORP [LNN]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last)(First)(Middle)3. Date of Earliest Transaction (Month/Day/Year)2222 N. 111TH ST.11/08/2010						Director 10% Owner X Officer (give title Other (specify below) below) VP & Chief Accounting Officer			
(Street) OMAHA, NE 68164		4. If Amendment, Date Original Filed(Month/Day/Year)				<ul> <li>6. Individual or Joint/Group Filing(Check</li> <li>Applicable Line)</li> <li>_X_ Form filed by One Reporting Person</li> <li> Form filed by More than One Reporting</li> <li>Person</li> </ul>			
(City) (State) (	(Zip) Tah	le I - Non-I	Derivative	Secu		uired, Disposed of	or Beneficial	v Owned	
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)		3.	4. Securi on(A) or D (Instr. 3,	ties A ispose 4 and (A) or	cquired d of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect	
Common 11/08/2010 Stock		М	3,000	A	\$ 24.29	6,193 <u>(1)</u>	D		
Common 11/08/2010 Stock		S	1,903 (2)	D	\$ 61.631 ( <u>3)</u>	4,290 <u>(1)</u>	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. Transactic Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	tive Expiration Date (Month/Day/Year)		(Instr. 3 and 4) S		8. De Se (Ir
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Option to Purchase	\$ 24.29	11/08/2010		М	3,000	(4)	08/15/2015	Common Stock	3,000	

## **Reporting Owners**

Reporting Owner Name / Address	Relationships					
1	Director	10% Owner	Officer	Other		
Paymal Tim J						
2222 N. 111TH ST.			VP & Chief Accounting Officer			
OMAHA, NE 68164						
Signatures						

By: Dave 11/10/2010 Downing 11/10/2010

### **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) Includes common stock in the form of restricted stock units.
- (2) All proceeds of shares sold were used to pay for the exercise price and taxes related to the exercise of 3,000 options and the broker fees on the sale.
- (3) The actual sale prices range from \$61.62 to \$61.69.
- (4) The option vests in five equal annual installments beginning on August 15, 2006.

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.