## Edgar Filing: SCHULTE DANIEL C - Form 4

SCHULTE Form 4											
November (											
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSIO						OMMISSION		PROVAL 3235-0287			
Check t	his box	Washington, D.C. 20549									
if no lor subject Section Form 4 Form 5 obligation may cor See Inst 1(b).	suant to S a) of the l	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							Expires: January 31, 2005 Estimated average burden hours per response 0.5		
(Print or Type	Responses)										
	Address of Reporting	Person <u>*</u>	Symbol	DELL &		d Ticker o REED FI		l	5. Relationship of l ssuer (Check	Reporting Pers	
(Last) 6300 LAM	(First) (1 AR AVENUE	Middle)	3. Date of (Month/I 10/30/2	Day/Yea		ransaction	I		Director _X Officer (give r below) SVP & 0		Owner er (specify el
	(Street)		4. If Ame Filed(Mo			ate Origin <sup>r)</sup>	al	-	5. Individual or Joi Applicable Line) X_Form filed by O	ne Reporting Per	rson
OVERLAN	ND PARK, KS 662	202							Form filed by Mo Person	ore than One Rej	porting
(City)	(State)	(Zip)	Tab	le I - N	on-l	Derivative	e Secu	rities Acqui	red, Disposed of,	or Beneficiall	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deem Execution any (Month/D	Date, if	Code (Instr.	8)	4. Securi pror Dispo (Instr. 3, Amount	sed of 4 and (A) or	5) Price	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 Beneficial Ownership (Instr. 4)
Class A Common	10/30/2007			М		1,000	А	\$ 16.8333	99,706	D	
Class A Common	10/30/2007			S		1,000	D	\$ 32.161	98,706	D	
Class A Common	10/30/2007			S		200	D	\$ 32.16	98,506	D	
Class A Common	10/30/2007			S		200	D	\$ 32.24	98,306	D	
Class A Common	10/30/2007			S		3,100	D	\$ 32.25	95,206	D	

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Class A Common	10/30/2007	S	1,100	D	\$ 32.26	94,106	D
Class A Common	10/30/2007	S	300	D	\$ 32.28	93,806	D
Class A Common	10/30/2007	S	900	D	\$ 32.29	92,906	D
Class A Common	10/30/2007	S	1,300	D	\$ 32.34	91,606	D
Class A Common	10/30/2007	S	1,400	D	\$ 32.35	90,206	D
Class A Common	10/30/2007	S	200	D	\$ 32.36	90,006	D
Class A Common	10/30/2007	S	700	D	\$ 32.37	89,306	D
Class A Common	10/30/2007	S	1,700	D	\$ 32.38	87,606	D
Class A Common	10/30/2007	S	938	D	\$ 32.39	86,668	D
Class A Common	10/30/2007	S	200	D	\$ 32.4	86,468	D
Class A Common	10/30/2007	S	200	D	\$ 32.41	86,268	D
Class A Common	10/30/2007	S	1,000	D	\$ 32.42	85,268	D
Class A Common	10/30/2007	S	1,100	D	\$ 32.43	84,168	D
Class A Common	10/30/2007	S	700	D	\$ 32.44	83,468	D
Class A Common	10/30/2007	S	200	D	\$ 32.45	83,268	D
Class A Common	10/30/2007	S	100	D	\$ 32.46	83,168	D
Class A Common	10/30/2007	S	900	D	\$ 32.47	82,268	D
Class A Common	10/30/2007	S	200	D	\$ 32.48	82,068	D
Class A Common	10/30/2007	S	500	D	\$ 32.5	81,568	D
Class A Common	10/30/2007	S	200	D	\$ 32.51	81,368	D
	10/30/2007	S	200	D	\$ 32.54	81,168	D

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Class A Common										
Class A Common	10/30/20	007	S	700	D \$ 32	2.55	80,468	D		
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. SEC 1474 (9-02)   Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) SEC 1474 (9-02)										
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)	Securities	tive s	6. Date Exerci Expiration Dat (Month/Day/Y	te	7. Title and Underlying (Instr. 3 and	
				Code V	(A) (I	<b>)</b> )	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
NQSO (Right to Buy)	\$ 16.8333	10/30/2007		М	1,0	000	12/10/2003	12/11/2009	Class A Common	1,000
Reporting Owners										

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
SCHULTE DANIEL C 6300 LAMAR AVENUE OVERLAND PARK, KS 66202			SVP & General Counsel				
Signatures							
Daniel C. 11/0	)1/2007						

Daniel C.	11/01/20
Schulte	11/01/20
****	

<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).

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.