FORM 4

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

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT	OF CHANGES	IN BENEFICIAL	OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL											
OMB Number: 3235-0287											
Estimated average burden											
hours per response:	0.5										

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	nd Address of	Reporting Person*							cker or Tradi ERPRIS			NUS]		(Ched	ck all applic	cable) r		son(s) to Iss 10% Ov	vner
	,	irst) ERPRISES, INC	(Middle)			Date 0 /01/2		st Trai	nsaction (Mo	nth/E	Day/Year)	X Officer (give title X Other (specify below) Vice President / Chief Legal Officer							
(Street)			84601		4. 1	If Ame	endment,	, Date	of Original F	-iled	(Month/Da	ay/Year)		6. Ind Line)	Form f	led by One	e Repo	(Check Apporting Person One Repon	n
(City)	(S	tate)	(Zip)												Persor	l			
			ole I - Nor						cquired, I	Dis	1				_		I	1	
1. Title of	Security (Ins	tr. 3)		2. Trans Date (Month/i		ear)	2A. Deer Execution if any (Month/E	n Dat	Code (I			ties Acqu d Of (D) (I	nstr. 3,) or 4 and	5. Amour Securitie Beneficia Owned F Reported	s ally ollowing	Form (D) o	: Direct r Indirect str. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
									Code	v	Amount	(A) (D)	or F	rice	Transact (Instr. 3 a	ion(s)			(5 4)
Class A (Common St		Table II	09/01					A Di		1,500		A	(1)		3(1)(2)		D	
	1	1		(e.g., p	uts,	call	s, war	rant	quired, Di s, option:	s, c	onvertil	ole sec	curiti	es)					
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution I if any (Month/Day	Date, T	1. Fransa Code (3)		5. Nun of Deriva Securi Acquii (A) or Dispos of (D) (Instr. and 5)	tive ities red sed	6. Date Exer Expiration D (Month/Day/	Date		7. Title of Secu Underly Derivati (Instr. 3	rities ing ve Sec		8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficial Owned Following Reported Transactio (Instr. 4)	e S Illy	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
					Code	v	(A)	(D)	Date Exercisable		xpiration pate	Title	or	ount mber ares					
Employee Stock Option (right to buy) ⁽³⁾	\$6.56								(4)	0	8/31/2010	Class A Commo Stock		250		1,250 ⁽⁾	2)	D	
Employee Stock Option (right to buy) ⁽³⁾	\$8.2								(4)	0	2/28/2011	Class A Commo Stock	n 2,	500		2,500 ⁽⁾	2)	D	
Employee Stock Option (right to buy) ⁽³⁾	\$12.45								(4)	0	8/31/2009	Class A Commo Stock		000		5,000 ⁽²	2)	D	
Employee Stock Option (right to buy) ⁽³⁾	\$12.45								(4)	0	8/31/2011	Class A Commo Stock	n 2,	500		2,500 ⁽⁾	2)	D	
Employee Stock Option (right to buy) ⁽³⁾	\$12.45								(4)	0	4/19/2012	Class A Commo Stock	n 2,	500		2,500 ⁽³	2)	D	
Employee Stock Option (right to buy) ⁽³⁾	\$12.45								(4)	0	5/26/2008	Class A Commo Stock		000		0(2)		D	
Employee Stock Option (right to buy) ⁽³⁾	\$12.45								(4)	0	8/21/2008	Class A Commo Stock		000		3,000 ^{(:}	2)	D	
Employee Stock Option (right to	\$12								09/03/2003 ⁽⁵	5) 0	9/03/2012	Class A Commo Stock	n 3,	500		3,500 ⁽²	2)	D	

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. Transaction Code (Instr. 8)		5. Number of Derivative Securities 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 Securities Underlying Derivative Security (Instr. 3 and 4)		Derivative Security	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (right to buy) ⁽³⁾	\$9.04							03/10/2004 ⁽⁵⁾	03/10/2013	Class A Common Stock	12,500		12,500 ⁽²⁾	D	
Employee Stock Option (right to buy) ⁽³⁾	\$11.5							09/02/2004 ⁽⁵⁾	09/02/2013	Class A Common Stock	12,500		12,500 ⁽²⁾	D	
Employee Stock Option (right to buy) ⁽³⁾	\$19.15							02/27/2005 ⁽⁵⁾	02/27/2014	Class A Common Stock	12,500		12,500 ⁽²⁾	D	
Employee Stock Option (right to buy) ⁽³⁾	\$26.13							09/01/2005 ⁽⁵⁾	09/01/2014	Class A Common Stock	12,500		12,500 ⁽²⁾	D	
Employee Stock Option (right to buy) ⁽³⁾	\$22.33							02/28/2006 ⁽⁵⁾	02/28/2015	Class A Common Stock	12,500		12,500 ⁽²⁾	D	
Employee Stock Option (right to buy) ⁽³⁾	\$21.34							08/31/2006 ⁽⁵⁾	08/31/2015	Class A Common Stock	12,500		12,500 ⁽²⁾	D	
Employee Stock Option (right to buy) ⁽³⁾	\$17.58							05/26/2007 ⁽⁵⁾	05/26/2013	Class A Common Stock	5,000		5,000 ⁽²⁾	D	
Employee Stock Option (right to	\$17.25	09/01/2006		A		5,000		09/01/2007 ⁽⁵⁾	09/01/2013	Class A Common Stock	5,000	(1)	5,000 ⁽²⁾	D	

Explanation of Responses:

- 1. Price not applicable.
- $2. \ Represents \ number \ of \ shares \ beneficially \ owned \ as \ of \ September \ 1, \ 2006.$
- 3. Previously reported.
- 4. Currently exercisable in full.
- 5. Becomes exercisable in four equal annual installments beginning one year from the date of grant.

Remarks:

D. Matthew Dorny

09/06/2006

** Signature of Reporting Person

Date

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

* 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.

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