UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

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OPTION \$ 8.178

OPTION \$ 8.178

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed purposent to Section 16(a) of the Securities Evaluates Act of 1024 or Section 20(b) of the

	ontinue. See ction 1(b).	r neu pui	isuant to Section						ct of 19		or sec	.11011 30(11)	of the			
1. Name ar	pe Response nd Address o RMANN P	of Reporting Person		2. Issuer						mbol	:			rting Person(s	ble)	
(Las	i) IMERCE V	(First)	(Middle)	3. Date of	f Ear					//Year)	-	X_ Director X_ Officer (g	give title below)		% Owner her (specify be EO	low)
130 CON	IIVILICL	(Street)		12/09/20 4. If Ame		ent, Date	Orig	inal Fi	iled(Montl	n/Day/Year)		6. Individual		oup Filing(Ch		Line)
EAST AU	JRORA, N	JY 14052				. ,					-	X_ Form filed l	y One Reportin			
(City	y)	(State)	(Zip)			Table	e I - N	on-D	erivative	Securities	Acqui	red, Dispose	ed of, or Be	neficially Ov	vned	
1.Title of S (Instr. 3)	ecurity		2. Transaction Date (Month/Day/Year)	2A. Dee Execution any (Month/	on D	ate, if		sactio 8)	(A) o (D)	curities Acq r Disposed of 3, 4 and 5)	of	5. Amount of Beneficially Reported Tr (Instr. 3 and	Owned Fol ansaction(s	llowing)	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
							Code	e V	V Amo		Price				(Instr. 4)	
	COMMON											109,911			D	
\$.01 PV (CLASS B	STOCK										90,540			D	DV
\$.01 PV (COMMON	STOCK										6,114			I	BY SPOUSE (1)
\$.01 PV (CLASS B	STOCK										5,358			I	BY SPOUSE (1)
1. Title of Derivative Security (Instr. 3)	Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, i	4. Transa Code	ction	s, warra 5. Num	nts, on the number tive ties ed	6. Da	s, conve		7. T Am Und Sec	Owned Title and ount of derlying urities str. 3 and 4)		9. Number of Derivative Securities Beneficially Owned Following Reported Transaction	Owners Form of Derivat Security Direct (or Indir	f Beneficia Ownershi y: (Instr. 4)
						(Instr. and 5)	3, 4,							(Instr. 4)	(Instr. 4	4)
				Code	V	(A)	(D)		cisable	Expiration Date	Titl	e Amount or Number of Shares				
OPTION	\$ 4.917								8/2001	01/18/201	0 \$.0 P' CC ST	V 0M 11,183		11,183	D	
OPTION	\$ 4.917							01/1	8/2001	01/18/201	0 \$.0 P' CL ST	V B 8,037		8,037	D	
OPTION	\$ 9.813							04/2	6/2002	04/26/201	1 S.C P' CC ST	V 0M 10,313		10,313	D	
OPTION	\$ 9.813							04/2	6/2002	04/26/201	1 \$.0 P'CL	V 5.801		5,801	D	

STK \$.01 PV

COM STK \$.01 PV

11,555

2,889

11,555

2,889

D

D

01/25/2003 01/25/2012

01/25/2003 01/25/2012

							CL B			
OPTION	\$ 4.263				01/24/2004	01/24/2013	\$.01 PV COM STK	33,547	D	
OPTION	\$ 4.263				01/24/2004	01/24/2013	\$.01 PV CL B STK	8,386	D	
OPTION	\$ 4.392				02/19/2005	02/19/2014	S.01 PV COM STK 40,800	40,800	D	
OPTION	\$ 4.392				02/19/2005	02/19/2014	\$.01 PV CL B STK	10,200	D	
OPTION	\$ 4.072				12/14/2005	12/14/2014	\$.01 PV COM STK	44,000	D	
OPTION	\$ 4.072				12/14/2005	12/14/2014	S.01 PV CL B STK	11,000	D	
OPTION	\$ 5.2				02/18/2006	02/18/2015	\$.01 PV COM STK	20,000	D	
OPTION	\$ 5.2				02/18/2006	02/18/2015	\$.01 PV CL B STK 5,000	5,000	D	
OPTION	\$ 7.864				12/13/2006	12/13/2015	\$.01 PV COM STK	25,000	D	
OPTION	\$ 7.864				12/13/2006	12/13/2015	S.01 PV CL B STK 6,250	6,250	D	
OPTION	\$ 13.888				12/12/2007	12/12/2016	S.01 PV COM STK 14,460	14,460	D	
OPTION	\$ 13.888				12/12/2007	12/12/2016	\$.01 PV CL B STK 3,615	3,615	D	
OPTION	\$ 31.848				12/19/2008	12/19/2017	\$.01 PV COM STK 6,680	6,680	D	
OPTION	\$ 31.848				12/19/2008	12/19/2017	\$.01 PV CL B STK	1,670	D	
OPTION (2)	\$ 7.88	12/09/2008	A	37,440	12/09/2009	12/09/2018	\$.01 PV 37,440 \$ 7.88 STK	37,440	D	

Reporting Owners

D	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
GUNDERMANN PETER J 130 COMMERCE WAY EAST AURORA, NY 14052	X		PRESIDENT/CEO					

Signatures

S/DAVID C. BURNEY, AS POWER OF ATTORNEY FOR PETER J. GUNDERMANN	12/10/2008
**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).
- (1) MR. GUNDERMANN DISCLAIMS ANY BENEFICIAL INTEREST IN THE SHARES OWNED BY HIS WIFE.
- (2) Granted pursuant to the Company's 2001 Key Employee 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.