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Form 4										
March 04,									PPROVAL	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549									3235-0287	
if no lo subject Section	to SIAIE 16.	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES							Expires: January 31, 2005 Estimated average burden hours per	
Form 5 obligat may co	Form 4 or Form 5 obligations may continue.response0See Instruction 1(b).Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 19400									
(Print or Type	e Responses)									
1. Name and SELAND	Symbol	er Name an ERCARI		-	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
(Last) 2000 PUR	3. Date of Earliest Transaction (Month/Day/Year) 03/01/2008			X Director 10% Owner X Officer (give title Other (specify below) below) Chief Executive Officer						
PURCHA	4. If Amendment, Date Original Filed(Month/Day/Year)			 6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person _Form filed by More than One Reporting 						
(City)	(State)	(Zip)		1 T XT -		a	Person	6 D 6 1		
1.Title of Security (Instr. 3)	2. Transaction Date		ed Date, if	3. Transactic Code (Instr. 8)	4. Securit onAcquired Disposed (Instr. 3, 4 Amount	ies (A) or of (D)	Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	of, or Beneficia 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect	
Reminder: R	eport on a separate lind	e for each cl	ass of sec	urities bene	Perso inform requir	ns who rest nation cont ed to resp ys a curre	or indirectly. spond to the colle tained in this form ond unless the fo ntly valid OMB co	are not rm	SEC 1474 (9-02)	

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	Underlying Securities
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)

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(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr.	8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)					
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 190	03/01/2008		A		35,016		<u>(1)</u>	03/01/2018	Class A Common Stock	35,016

Reporting Owners

Reporting Owner Name / Address			Relationships	
	Director 10% Owner		Officer	Other
SELANDER ROBERT W 2000 PURCHASE STREET PURCHASE, NY 105772509	Х		Chief Executive Officer	
0:				

Signatures

/s/ Bart S. Goldstein attorney in fact for Robert W. Selander pursuant to Power of Attorney 03/04/2008 dated July 25, 2006

**Signature of Reporting Person

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) The employee stock options vest in four equal annual installments beginning March 1, 2009.

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.

Date