FORM 4
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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

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### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

1. Name and Address o JEWELL MATTHE	2. Issuer Name <b>a</b> FORWARD AI			•••	nbol	:	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner				
(Last) 430 AIRPORT ROA	(First)	3. Date of Earliest 05/10/2013	Transactio	n (Mo	onth/Day/	Year)	X Officer (give title below) Other (specify below)   Executive VP, CLO & Secretary				
GREENEVILLE, T	(Street) N 37745	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 Person			
(City)	(State)	(Zip)	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned								
1.Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)		(A) or D	rities Acquired Disposed of (D) 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)		Beneficial Ownership
				Code	v	Amount	· ·	Price		(Instr. 4)	
Common Stock		05/10/2013		М		6,340	А	\$ 28.9733	26,228.6382	D	
Common Stock		05/10/2013		S		6,340	D	\$ 38.2677	19,888.6382	D	

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

SEC 1474 (9-02)

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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	2. Conversion		3A. Deemed Execution Date, if					6. Date Exercisable and Expiration Date				8. Price of Derivative		10. Ownership	11. Nature of Indirect
Security		(Month/Day/Year)	· · · ·			(Month/Day						1	Beneficial		
(Instr. 3)	Price of		(Month/Day/Year)			()				2		Derivative			
, ,	Derivative			. ,	Acquired					(Instr. 3 and 4)		` ´	Owned	Security:	(Instr. 4)
	Security				(A) or								Direct (D)		
					Disposed								or Indirect		
					of (D)							Transaction(s)	< / <		
					(Instr. 3, 4, and 5)							(Instr. 4)	(Instr. 4)		
						anu	5)		1						
											Amount				
									Expiration		or Number				
								Exercisable	Date		of				
				Code	v	(A)	(D)				Shares				
Stock Option (Right to Buy)	\$ 28.9733	05/10/2013		М			6,340	<u>(1)</u>	02/14/2015	Common Stock	6,340	\$ 0	106,160	D	

## **Reporting Owners**

Demosting Open on Name ( Address	Relationships								
Reporting Owner Name / Address		10% Owner	Officer	Other					
JEWELL MATTHEW J 430 AIRPORT ROAD GREENEVILLE, TN 37745			Executive VP, CLO & Secretary						

## **Signatures**

05/14/2013 /s/ Michael P. McLean, Attorney-in-Fact Date \*\*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).
- At the time of grant, this option was scheduled to vest 25% each year over a four year period commencing on 2/14/06. As of 12/31/05, all options then outstanding became fully (1) exercisable as a result of the Board of Directors accelerating the vesting of all outstanding stock options awarded to employees, officers and non-employee directors under the Company's stock option award plans.

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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