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

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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

(Print or Type Response	s)											
1. Name and Address of JEWELL MATTHE	2. Issuer Name a FORWARD AI			•••	nbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner						
430 AIRPORT ROA	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 03/14/2013						X_Officer (give title below) Other (specify below) Executive VP, CLO & Secretary			
GREENEVILLE, T	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)		Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	(Instr. 8)		4. Secur (A) or D (Instr. 3, Amount	A and (A) or	i of (D) 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership	
Common Stock		03/14/2013		М		5,100	А	\$ 18.82	24,988.6382	D		
Common Stock		03/14/2013		S		5,100	D	\$ 37.9144	19,888.6382	D		
Common Stock		03/15/2013		М		4,900	А	\$ 18.82	24,788.6382	D		
Common Stock		03/15/2013		S		4,900	D	\$ 37.5429	19,888.6382	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 SEC 1474 (9-02)

contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

	(e.g., puts, calls, warrants, options, convertible securities)														
Security	Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code	ion	of Deri Secu Acq (A) Disp of (I	ivative urities uired or posed D) tr. 3, 4,	Expiration Date (Month/Day/Year)		Amount of Underlying Securities (Instr. 3 and 4)		Derivative Security (Instr. 5)	Derivative Securities Beneficially Owned Following Reported Transaction(s)	Derivative Security: Direct (D) or Indirect	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (Right to Buy)	\$ 18.82	03/14/2013		М			5,100	<u>(1)</u>	02/04/2014	Common Stock	5,100	\$ 0	14,900	D	
Stock Option (Right to Buy)	\$ 18.82	03/15/2013		М			4,900	<u>(1)</u>	02/04/2014	Common Stock	4,900	\$ 0	10,000	D	

Reporting Owners

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

Signatures

/s/ Michael P. McLean, Attorney-in-Fact	03/18/2013
**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).
- At the time of grant, this option was scheduled to vest 25% each year over a four year period commencing on 2/4/05. 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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