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 OF SECURITIES

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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 Responses)										
Name and Address of Reporting Person JEWELL MATTHEW J	2. Issuer Name at FORWARD AII			~ .	bol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner				
430 AIRPORT ROAD (First)	3. Date of Earliest Transaction (Month/Day/Year) 05/20/2013						X Officer (give title below) Other (specify below) Executive VP, CLO & Secretary			
(Street) GREENEVILLE, TN 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)	Т	able I - No	n-De	erivative	Securi	ies Acqui	red, Disposed of, or Beneficially Ov	vned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)		tion	(A) or D	ecurities Acquired or Disposed of (D) tr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	Ownership	Beneficial
		(Monui/Day/1ear)	Code	V	Amount	(A) or (D)	Price	(listi. 3 and 4)	or Indirect (I) (Instr. 4)	
Common Stock	05/20/2013		M		31,744	A	\$ 28.9733	51,632.6382	D	
Common Stock	05/20/2013		S		31,744	D	\$ 38.918	19,888.6382	D	
Common Stock	05/21/2013		M		8,256	A	\$ 28.9733	28,144.6382	D	
Common Stock	05/21/2013		S		8,256	D	\$ 38.9729	19,888.6382	D	
Reminder: Report on a separate line for ea	ach class of securities	es beneficially owne	d directly of	or ind	irectly.					
				con	tained ir	n this f	orm are	ne collection of information not required to respond unless ralid OMB control number.		1474 (9-02)
		Derivative Securiti						Owned		

Security (Instr. 3)	Conversion	Date (Month/Day/Year)	Execution Date, if	Code	tion	of Deri Secu Acq (A) Disp (D)	ivative urities uired or posed of tr. 3, 4,	6. Date Exe Expiration I (Month/Day	Date	Amount of Underlying		Derivative Security (Instr. 5)	Securities Beneficially Owned Following Reported Transaction(s)	Ownership Form of Derivative Security: Direct (D) or Indirect	Beneficial	
				Code	V	(A)		Date Exercisable	Expiration Date	Title	Amount or Number of Shares					
Stock Option (Right to Buy)	\$ 28.9733	05/20/2013		M			31,744	<u>(1)</u>	02/14/2015	Common Stock	31,744	\$ 0	40,756	D		
Stock Option (Right to Buy)	\$ 28.9733	05/21/2013		М			8,256	<u>(1)</u>	02/14/2015	Common Stock	8,256	\$ 0	32,500	D		

Reporting Owners

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

Signatures

/s/ Michael P. McLean, Attorney-in-Fact	05/22/2013
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 2/14/06. 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.

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.