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Form 4											
October 05, 2 FORN Check thi if no long subject to Section 1 Form 4 o Form 5 obligation may cont <i>See</i> Instru 1(b).	14 UNITEI is box ger 6. r Filed pu Section 17	CMENT O ursuant to 3 7(a) of the	Was F CHAN Section 14 Public Ut	hington, GES IN I SECUR	D.C. 205 BENEFI ITIES e Securiti ling Com	549 CIAI es Ex pany	L OW tchang Act of	COMMISSION NERSHIP OF e Act of 1934, f 1935 or Sectio 0	OMB Number: Expires: Estimated a burden hou response	•	
(Print or Type F	Responses)										
PENINSULA CAPITAL Sy MANAGEMENT, LP EV			Symbol	Name and TION PE				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) 235 PINE S	(First) TREET, SUITH	(Middle) E 1600	3. Date of (Month/D 10/01/20	-	ansaction			X Director Officer (give below)		Owner er (specify	
	(Street)	104		ndment, Dat th/Day/Year)	-			6. Individual or Jo Applicable Line) Form filed by C _X Form filed by N	one Reporting Per	rson	
SAN FRAN	CISCO, CA 94	-104						Person		1 0	
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative S	Securi	ties Acq	uired, Disposed of	, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	rity (Month/Day/Year) Execution Date, if		3. 4. Securities Acquired Transactior(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or				5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)			
Common Stock	10/01/2010			Code V S	Amount 63,494	(D) D	Price \$ 6.23	2,056,296	I	Footnote (1)	
Common Stock	10/04/2010			S	1,401	D	\$ 6.1	2,054,895	Ι	Footnote (1)	
Common Stock	10/05/2010			S	9,796	D	\$ 6.17	2,045,099	I	Footnote (1)	

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

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number.

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	Exercise any ice of (Month/Da erivative		Code of				7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Own Follo Repo Trans (Instr
Repo	rting O	wners		Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		
	Reporting Ov	vner Name / Address	Directo		ationships)wner O	fficer Other					

PENINSULA CAPITAL MANAGEMENT, LP							
235 PINE STREET	х						
SUITE 1600	Λ						
SAN FRANCISCO, CA 94104							
BEDFORD SCOTT							
2325 PINE STREET							
SUITE 1600	Х						
SAN FRANCISCO, CA 94104							
Signatures							
Peninsula Capital Management, LP (+)(++) By: /s/ Scott							
Bedford		10/05/2010					
<u>**</u> Signature of Reporting Person		Date					
Pur lal Saatt Padfard (1)(11)							
By: /s/ Scott Bedford (+)(++)		10/05/2010					
**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).

These securities are held in the accounts of investment funds over which Peninsula Capital Management, LP and Scott Bedford have investment discretion (the "Reporting Persons"). Peninsula Capital Management, LP is the general partner and/or the investment

(1) Investment discretion (the Reporting Fersons). Ferninsula Capital Management, Er is the general partier and/or the investment manager of such investment funds and Scott Bedford is the President of Peninsula Capital Management, Inc. which is Peninsula Capital Management, LP's general partner.

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Remarks:

(+) Each of the Reporting Persons disclaim beneficial ownership of the reported securities except to the extent of its or his pec

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.