

Fortunato Joe
 Form 4
 September 10, 2012

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

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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, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 Fortunato Joe

2. Issuer Name and Ticker or Trading Symbol
 GNC HOLDINGS, INC. [GNC]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 GNC HOLDINGS, INC., 300 SIXTH AVENUE

3. Date of Earliest Transaction (Month/Day/Year)
 09/06/2012

Director 10% Owner
 Officer (give title below) Other (specify below)
 President and CEO

(Street)
 PITTSBURGH, PA 15222

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

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)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 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)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code	V	Amount			
Class A common stock, par value \$0.001 ("Common Stock")	09/06/2012		M		50,000	A	\$ 7.5 67,616	D
Common Stock	09/06/2012		S		50,000 <u>(1)</u>	D	\$ 40.5084 <u>(2)</u> 17,616	D

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

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