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MADISON Form 4 March 03,	N BRUCE P 2008										
FOR	M 4						NGE			B APPROVAL	
CURIVI 4 UNITED STATES SECURITIES AND EXCI Washington, D.C. 2054									r: 3235-0287		
if no lo subject Section Form 4	to SIAIEI n 16. or	MENT OF	Estima burden respon	ated average n hours per							
1(b).	ions Section 17 intinue. truction	(a) of the P	ublic I	Utility Ho		mpan	y Act c	ge Act of 1934 ff 1935 or Sect 40			
(Print or Type	e Responses)										
MADISON BRUCE P Sym			Symbol		nd Ticker o P INC [S		ng	5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First)				Transaction	-		(Ch	eck all appli	cable)	
			(Month/Day/Year) 02/28/2008					X_ Director 10% Owner Officer (give title Other (specify below) below)			
LOUISVI	(Street) LLE, KY 40206			nendment, I fonth/Day/Ye	Date Origin ear)	al			-	ng Person	
(City)	(State)	(Zip)	Та	ble I - Non	-Derivativ	e Secur	ities Ac	Person quired, Disposed	of. or Bene	icially Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution D any (Month/Day,	ate, if	3. Transactio Code (Instr. 8)	4. Securiti on(A) or Dis (Instr. 3, 4)	es Acq	uired of (D)	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)	
Common Stock					Timount	(2)	11100	4,412.3168	D		
Common Stock								1,520	I	By Trust	
Common Stock								18,295	I	By Trust	
Common Stock								1,520	Ι	By Trust for Spouse	
Common Stock								338.7654	Ι	By Spouse	
	02/28/2008			Р	91.904	А		26,284.435	I		

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Common	\$	Trust-Directors'
Stock	22.85	Deferred Comp
		Plan

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

Persons who respond to the collection of information 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)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactio Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	(Month/Day/Year) /e s l		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Option (Right to Buy)	\$ 20.2476					04/21/2005(1)	04/21/2014	Common Stock	1,050	

Reporting Owners

Reporting Owner Name / Addr	ess	Relationships						
	Director	10% Owner	Officer	Other				
MADISON BRUCE P 1012 E. MAIN STREET LOUISVILLE, KY 40206	Х							
Signatures								
//Bruce P. Madison	03/03/2008							
<u>**</u> Signature of	Date							

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).
- (1) These options vest 20% per year beginning 4/25/1996

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.