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Heuer Alar Form 4	1									
March 02, 2	2007									
FOR	МД								PPROVAL	-
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549								N OMB Number:	3235-0	287
if no lo subject Section Form 4	to SIAIE	MENT OF		SECU	Estimated burden hou response	average urs per	31, 005 0.5			
Form 5 obligations may continue. See Instruction 1(b). 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	e Responses)									
1. Name and Address of Reporting Person <u>*</u> Heuer Alan			2. Issue Symbol	er Name an	d Ticker or	Trading	5. Relationship of Reporting Person(s) to Issuer			
		•	ERCARD	INC [M	[A]	(Charle all and include)				
(Last)	(First)	(Middle)	ddle) 3. Date of Earliest Transaction					eck all applicabl	e)	
2000 PURCHASE STREET			(Month/Day/Year) 03/01/2007				Director 10% Owner X Officer (give title Other (specify below) below) Chief Operating Officer			
(Street)			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 				
PURCHAS	SE, NY 10577250	9					Person	More than One R	eporting	
(City)	(State)	(Zip)	Tab	le I - Non-l	Derivative	Securities A	cquired, Disposed	of, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemee Execution I any (Month/Day	Date, if	3. Transactio Code (Instr. 8)	Disposed (Instr. 3, 4	(A) or of (D) 4 and 5) (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)	7. Nature o Indirect Beneficial Ownership (Instr. 4)	
				Code V	Amount	(D) Price				
Reminder: Ro	eport on a separate lin	e for each cla	ss of sect	urities bene	Perso inforn requir	ns who res nation cont ed to resp	or indirectly. spond to the colle tained in this form ond unless the fo ntly valid OMB co	n are not orm	SEC 1474 (9-02)	

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

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	Underlying Securities
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)

number.

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(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr.	,	Acquired (or Dispose (D) (Instr. 3, 4, and 5)	d of				
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 106.29	03/01/2007		A		34,032		<u>(1)</u>	03/01/2017	Class A Common Stock	34,032

Reporting Owners

Reporting Owner Name / Address			Relationships	
	Director 10% Owner		Officer	Other
Heuer Alan 2000 PURCHASE STREET PURCHASE, NY 105772509			Chief Operating Officer	
Signatures				

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/s/ Bart S. Goldstein attorney in fact for Alan Heuer pursuant to Power of Attorney dated 03/02/2007 August 1, 2006

**Signature of 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) The employee stock options vest in 4 equal annual installments beginning 03/01/2008.

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.

Date