

Holland H. Russell III
 Form 4
 February 08, 2008

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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 *
 Holland H. Russell III

2. Issuer Name and Ticker or Trading Symbol
 SEACOAST BANKING CORP OF FLORIDA [SBCF]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

(Last) (First) (Middle)
 C/O SEACOAST BANKING CORP.
 OF FLORIDA, P. O. BOX 9012
 (Street)

3. Date of Earliest Transaction
 (Month/Day/Year)
 02/08/2008

____ Director
 Officer (give title below) _____ Other (specify below)
 EVP & Chief Banking Officer

STUART, FL 34995

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

(City) (State) (Zip)

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 Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	02/08/2008		P	450 A \$ 11.01	1,687 ⁽¹⁾	D	
Common Stock					2,000 ⁽²⁾	D	
Common Stock					1,090 ⁽³⁾	D	
Common Stock					161 ⁽⁴⁾	D	
Common Stock					472 ⁽⁵⁾	D	

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Common Stock 191 ⁽⁶⁾ D

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

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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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
Stock-settled Stock Appreciation Rights ⁽⁷⁾	\$ 27.36					07/06/2008 ⁽⁸⁾ 07/06/2016	Common Stock 3,000
Stock-settled Stock Appreciation Rights ⁽⁷⁾	\$ 22.22					04/02/2009 ⁽⁸⁾ 04/02/2017	Common Stock 28,198

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Holland H. Russell III C/O SEACOAST BANKING CORP. OF FLORIDA P. O. BOX 9012 STUART, FL 34995			EVP & Chief Banking Officer	

Signatures

Sharon Mehl as power of attorney for H. Russell Holland, III 02/08/2008
 **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).

(1) Held jointly with spouse

(2) Held in revocable trust

(3) Held in IRA

Represents unvested time-based restricted stock awards granted under Seacoast's 2000 Long-Term Incentive Plan on 2/2/07 which vest in

(4) 25% increments beginning on the second anniversary of the date of grant, and each of the three anniversaries thereafter, subject to continued employment.

(5) Held in the Company's Employee Purchase Plan

(6) Represent shares held in the Company's Retirement Savings Plan

(7) Granted pursuant to Seacoast Banking Corporation of Florida's 2000 Long-Term Incentive Plan

(8) Vest over five years in 25% increments beginning on the second anniversary of the date of grant (the date indicated) and each of the following three anniversaries thereafter, subject to continued employment

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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