FORM 4
Check this box if no

longer subject to Section 16. Form 4 or

Form 5 obligations may continue. See

Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION	ſ
Washington, D.C. 20549	I

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

N	OMB APPROVAL							
	OMB	32	35					
	Number:	0	287					
'	Expires:	November 2	30 01 ⁻					
	Estimate	d average						
	burden h	ours per						
	response	ə	0.5					

(9-02)

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 Prince John L	n [*] 2. Issuer Na Symbol Pacific Eth				ling		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner			
400 CAPITOL M	0 (Month/Day/	3. Date of Earliest Transaction (Month/Day/Year) 09/14/2009					Officer (give titleOther (specify bel below)			
(SACRAMENTO,		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 			
(City) (State) (Zip)	Table I -	Non-Der	ivat	ive Secur	ities 4	Acqui	red, Disposed of, or I	Beneficially	Owned
1.Title of Security (Instr. 3)	Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code)	Disposed of (D) (Instr. 3, 4 and 5) (A) or		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)	Beneficial Ownership
Common Stock	09/14/2009		S		5,200	D	\$ 0.5	54,700	D	

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

Persons who respond to the collection of SEC 1474 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	2.	3. Transaction	3A. Deemed	4.	5.		6. Date Exe	rcisable	7. Tit	le and	8. Price of	9. Number of	10.	11. Nature
Derivative	Conversion	Date	Execution Date, if	Transaction	n Nu	nber	and Expirati	on Date	Amo	unt of	Derivative	Derivative	Ownership	of Indirect
Security	or Exercise	(Month/Day/Year)	any	Code	of		(Month/Day	/Year)	Unde	erlying	Security	Securities	Form of	Beneficial
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Der	ivative			Securities		(Instr. 5)	Beneficially	Derivative	Ownership
	Derivative				Sec	urities			(Inst	r. 3 and		Owned	Security:	(Instr. 4)
	Security				Aco	quired			4)			Following	Direct (D)	
					(A)	or						Reported	or Indirect	
						posed						Transaction(s)	(I)	
					of ((Instr. 4)	(Instr. 4)	
					`	str. 3,								
					4, a	nd 5)								
										Amount				
							Date	Expiration		or				
							Exercisable		Title	Number				
							Excretisable	Date		of				
				Code V	(A)	(D)				Shares				

Reporting Owners

Reporting Owner Name / Address	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
Prince John L 400 CAPITOL MALL, SUITE 2060 SACRAMENTO, CA 95814	X							

Signatures

/s/ John L. Prince	09/15/2009
*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).

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.