### FORM 4

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

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

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OMB APPROVAL

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

Name and Address of Reporting Person   Jones William L			2. Issuer N Symbol Pacific Et				ading		5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)  Officer (give title Other (specify below)			
400 CAPITOL 1	3. Date of E (Month/Day 07/01/201	y/Year)	ansa	action		ŀ						
SACRAMENTO		4. If Amend Filed(Month/		ate C	Priginal		A	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	p)	Table I	- Non-Do	eriva	ative Seco	uritie	s Acqui	red, Disposed of, or I	Beneficially	Owned	
1.Title of Security (Instr. 3)	rrity 2. Transaction Date Execution Date, if (Month/Day/Year) 2A. Deemed Execution Date, if (Month/Day/Year) (Month/Day/Year) 3. Transaction (A) or Disposed (D) (Instr. 8) (Instr. 8) (Instr. 3, 4 and 5)		sed of	Securities Beneficially Owned Following Reported Transaction(s)	ed Form:	7. Nature of Indirect Beneficial Ownership (Instr. 4)						
				Code	V	Amount	or	Price	(Instr. 3 and 4)	(I) (Instr. 4)		
Common Stock	07/01/2010			S		400	D	\$ 0.567	966,070	D		
Common Stock	07/01/2010			S		400	D	\$ 0.57	965,670	D		
Common Stock	07/01/2010			S		400	D	\$ 0.5701	965,270	D		
Common Stock	07/01/2010			S		100	D	\$ 0.5702	965,170	D		
Common Stock	07/01/2010			S		1,800	D	\$ 0.5749	963,370	D		
Common Stock	07/01/2010			S		1,500	D	\$ 0.575	961,870	D		
Common Stock	07/01/2010					700	D	\$ 0.5751	961,170	D		
Common Stock	07/01/2010			S		100	D	\$ 0.5761	961,070	D		
Common Stock	07/01/2010			S		200	D	\$ 0.5772	960,870	D		
Common Stock	07/01/2010			S		400	D	\$ 0.58	960,470	D		
Common Stock	07/01/2010			S		200	D	\$ 0.5819	960,270	D		
Common Stock	07/01/2010			S		800	D	\$ 0.582	959,470	D		
Common Stock	07/01/2010			S		886	D	\$ 0.584	958,584	D		
Common Stock	07/01/2010			S		1,400	D	\$ 0.5899	957,184	D		
Common Stock	07/01/2010			S		1,100	D	\$ 0.59		D		
Common Stock	07/01/2010			S		700	D	\$ 0.6	955,384	D		
Common Stock	07/01/2010			S		700	D	\$ 0.6001	954,684	D		
Common Stock	07/01/2010			S		500	D	\$ 0.6002	954,184	D		
Common Stock	07/01/2010			S		300	D		953,884	D		
Common Stock	07/01/2010			S		300	D	\$ 0.6021	953 584	D		
Common Stock	07/01/2010			S		200	D	\$ 0.6108	953,384	D		

Common Stock	07/01/2010	S	1,000	11)	э 0.6109	952,384	D	
Common Stock	07/01/2010	S	700	D	\$ 0.612	951,684	D	
Common Stock	07/01/2010	S	700	D	\$ 0.613	950,984	D	
Common Stock	07/01/2010	S	1,000	D	\$ 0.6131	949,984	D	
Common Stock	07/01/2010	S	1,000	D	\$ 0.619	948,984	D	
Common Stock	07/01/2010	S	200	D	\$ 0.6195	948,784	D	
Common Stock	07/01/2010	S	300	D	\$ 0.62	948,484	D	
Common Stock	07/01/2010	S	700	D	\$ 0.6219	947,784	D	
Common Stock	07/01/2010	S	1,500	D	\$ 0.63	946,284	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)

Security (Instr. 3)	Conversion or Exercise	Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code	Of D S A (A D Of	f Derivat ecuritic A) or Dispose f (D)	er tive ies ed	and Expiration Date (Month/Day/Year)		tion Date Amount		Derivative Security (Instr. 5)	Securities Beneficially Owned Following Reported Transaction(s)	Ownership Form of Derivative Security: Direct (D) or Indirect	Beneficial
				Code	4,	(nstr. 3, and 5	5)	Exercisable	Expiration Date	Title	Amount or Number of Shares				

currently valid OMB control number.

#### **Reporting Owners**

Donouting Own on Name / Adduses	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
Jones William L 400 CAPITOL MALL, #2060 SACRAMENTO, CA 95814	X							

#### **Signatures**

/s/ William L. Jones	07/02/2010
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).

#### Remarks:

This is Part 4 of 5. There are more than 30 transactions to report.

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.