

Rodriguez Lawrence Dennis  
Form 3  
August 31, 2010

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 * |         |          | 2. Date of Event Requiring Statement |  | 3. Issuer Name <b>and</b> Ticker or Trading Symbol         |  |
| Â Rodriguez Lawrence Dennis               |         |          | (Month/Day/Year)                     |  | CENTRAL PACIFIC FINANCIAL CORP [CPF]                       |  |
| (Last)                                    | (First) | (Middle) | 08/23/2010                           |  | 4. Relationship of Reporting Person(s) to Issuer           |  |
| 220 S. KING STREET, 22ND FLOOR            |         |          |                                      |  | 5. If Amendment, Date Original Filed(Month/Day/Year)       |  |
| (Street)                                  |         |          |                                      |  | (Check all applicable)                                     |  |
| HONOLULU,Â HIÂ 96813                      |         |          |                                      |  | 6. Individual or Joint/Group Filing(Check Applicable Line) |  |
| (City)                                    | (State) | (Zip)    |                                      |  | _X_ Form filed by One Reporting Person                     |  |
|   |         |          |                                      |  | ___ Form filed by More than One Reporting Person           |  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock                    | 3,000   | D  | Â   |
| Common Stock                    | 2,000   | I  | Lawrence Rodriguez RLT                                |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of | 5. Ownership Form of Derivative | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|------------------------------------|---------------------------------|---|
|--|--|---|------------------------------------|---------------------------------|---|

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|                       | Date Exercisable          | Expiration Date | Title        | Amount or Number of Shares | Derivative Security | Security: Direct (D) or Indirect (I) (Instr. 5) |
|-----------------------|---------------------------|-----------------|--------------|----------------------------|---------------------|---|
| Restricted Stock Unit | 12/01/2010 <sup>(1)</sup> | 03/15/2011      | Common Stock | 75,000                     | \$ 0                | D   |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |             |       |
|---|---------------|-----------|-------------|-------|
|   | Director      | 10% Owner | Officer     | Other |
| Rodriguez Lawrence Dennis<br>220 S. KING STREET, 22ND FLOOR<br>HONOLULU, HI 96813 |               |           | EVP and CFO |       |

## Signatures

/s/ Diane Nakasone, attorney-in-fact for Mr. Lawrence Rodriguez 08/31/2010

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) Restricted stock units (equivalent to 75,000 common shares) under the Company's 2004 stock compensation plan, vest on 12/1/2010 and expire 3/15/2011.

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.