

CAMPBELL BRIAN P  
Form 4  
March 18, 2013

**FORM 4**

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

OMB APPROVAL

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**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 \*  
CAMPBELL BRIAN P

2. Issuer Name and Ticker or Trading Symbol  
DICE HOLDINGS, INC. [DHX]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
C/O DICE HOLDINGS, INC., 1040 AVENUE OF THE AMERICAS, 16TH FLOOR

3. Date of Earliest Transaction (Month/Day/Year)  
03/14/2013

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
VP, Business & Legal Affairs

(Street)  
NEW YORK, NY 10018

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	03/14/2013		M			1,099	A	\$ 0.2	62,508	D	
Common Stock	03/14/2013		S <sup>(1)</sup>			1,099	D	\$ 10.0018	61,409	D	
Common Stock	03/15/2013		M			38,138	A	\$ 0.2	99,547	D	
Common Stock	03/15/2013		S <sup>(1)</sup>			38,138	D	\$ 10.0281	61,409	D	

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Common Stock	03/15/2013	M	39,522	A	\$ 1.98	100,931	D
Common Stock	03/15/2013	S <sup>(1)</sup>	39,522	D	\$ 10.0281 <u>(3)</u>	61,409	D
Common Stock	03/15/2013	M	2,740	A	\$ 6.65	64,149	D
Common Stock	03/15/2013	S <sup>(1)</sup>	2,740	D	\$ 10.0281 <u>(3)</u>	61,409	D
Common Stock	03/18/2013	M	7,200	A	\$ 6.65	68,609	D
Common Stock	03/18/2013	S <sup>(1)</sup>	7,200	D	\$ 10.019 <u>(4)</u>	61,409	D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 0.2	03/14/2013		M	1,099	<u>(5)</u>	08/31/2015	Common Stock	1,099
Employee Stock Option (right to buy)	\$ 0.2	03/15/2013		M	38,138	<u>(5)</u>	08/31/2015	Common Stock	38,138
Employee Stock	\$ 1.98	03/15/2013		M	39,522	<u>(5)</u>	08/31/2015	Common Stock	39,522

