

RILEY RAY A
Form 4
October 14, 2010

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**

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
RILEY RAY A

(Last) (First) (Middle)

400 EAST ANDERSON LANE

(Street)

AUSTIN, TX 78752

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
CITIZENS INC [CIA]

3. Date of Earliest Transaction
(Month/Day/Year)
10/13/2010

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
____ Officer (give title ____X____ Other (specify
below) below)

EVP, USA Marketing

6. Individual or Joint/Group Filing(Check
Applicable Line)
X Form filed by One Reporting Person
____ Form filed by More than One Reporting
Person

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) (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)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Citizens, Inc. Class A Common Stock ⁽¹⁾	10/13/2010		S	1,000 D	\$ 7 251,955.3232	D	
Citizens, Inc. Class A Common Stock ⁽¹⁾	10/13/2010		S	3,000 D	\$ 7.05 248,955.3232	D	
Citizens, Inc. Class	10/13/2010		S	3,000 D	\$ 245,955.3232	D	

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A
Common
Stock (1)

Citizens,
Inc. Class

A	10/13/2010	S	3,000	D	\$	7.08	242,955.3232	D
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Common
Stock (1)

Citizens,
Inc. Class

A	10/13/2010	S	6,000	D	\$	7.09	236,955.3232	D
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Common
Stock (1)

Citizens,
Inc. Class

A	10/14/2010	S	1,000	D	\$	7.07	235,955.3232	D
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Common
Stock (1)

Citizens,
Inc. Class

A						124,875	I	Custodian for Child - Lee Riley
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Common
Stock

Citizens,
Inc. Class

A						22,823	I	Joint Tenant with Spouse - Jenny Riley
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Common
Stock

Citizens,
Inc. Class

A						84,544	I	Custodian for Child - Christopher Riley
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Common
Stock

Citizens,
Inc. Class

A						17,040	I	Spouse
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Common
Stock

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

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

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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)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repor Trans (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
RILEY RAY A 400 EAST ANDERSON LANE AUSTIN, TX 78752	EVP, USA Marketing

Signatures

/s/Ray A. Riley 10/14/2010
 **Signature of Date
 Reporting Person

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) This transaction was an open market sale.

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