### Edgar Filing: Pylipow David E - Form 4

| Pylipow Dav<br>Form 4   | vid E         |  |  |   |           |       |   |  |  |           |  |
|---|---------------|--|--|---|-----------|-------|---|--|--|-----------|--|
| March 04, 20  | 009           |  |  |   |           |       |   |  |  |           |  |
|   |               |  |  |   |           |       |   | OMB AF   | PPROVAL  |           |  |
|   | UNITED        | <b>STATES</b>  |  | RITIES A<br>shington,   |           |       | NGE C   | COMMISSION   | OMB<br>Number:   | 3235-0287 |  |
| Check this box  |               |  |  | GES IN BENEFICIAL OWNERSHIP OF<br>SECURITIES  |           |       |   | Expires: January 3<br>20<br>Estimated average  |  |           |  |
| Form 4 o  |               |  |  | SECONTIES   |           |       |   |  | burden hours per<br>response 0.5                                     |           |  |
| Form 4 or<br>Form 5<br>obligations<br>may continue.<br>See Instruction<br>1(b).<br>Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,<br>Section 17(a) of the Public Utility Holding Company Act of 1935 or Section<br>30(h) of the Investment Company Act of 1940 |               |  |  |   |           |       |   |  | 0.0  |           |  |
| (Print or Type I  | Responses)    |  |  |   |           |       |   |  |  |           |  |
| Pylipow David E Symbol  |               |  | Symbol                                 | uer Name <b>and</b> Ticker or Trading<br>I<br>RVALU INC [SVU]   |           |       |   | 5. Relationship of Reporting Person(s) to<br>Issuer<br>(Check all applicable)                      |  |           |  |
| (Last)  | (First)       | (Middle)   | 3. Date of Earliest Transaction (Check |   |           |       |   |  |  |           |  |
| (Month  |               |  | (Month/D<br>03/02/20                   | nth/Day/Year)<br>92/2009  |           |       |   | Director 10% Owner<br>X Officer (give title Other (specify<br>below) below)<br>EVP Human Resources |  |           |  |
|   |               |  | ndment, Date Original<br>hth/Day/Year) |   |           |       | 6. Individual or Joint/Group Filing(Check<br>Applicable Line)<br>_X_ Form filed by One Reporting Person |  |  |           |  |
| EDEN PRA  | IRIE, MN 5534 | 4  |  |   |           |       |   | Form filed by M<br>Person  | Iore than One Re   | porting   |  |
| (City)  | (State)       | (Zip)  | Tabl                                   | e I - Non-D   | erivative | Secur | ities Acq   | uired, Disposed of   | f, or Beneficial   | ly Owned  |  |
| 1.Title of<br>Security<br>(Instr. 3)2. Transaction<br>(Month/Day/*)   |               | ction Date 2A. Deemed<br>Day/Year) Execution Date, if<br>any<br>(Month/Day/Year) |  | 3. 4. Securities Acquired<br>Transaction(A) or Disposed of (D)<br>Code (Instr. 3, 4 and 5)<br>(Instr. 8)<br>(A)<br>or |           |       | d of (D)  | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)     | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) |           |  |
| ~   |               |  |  | Code V  | Amount    |       | Price   | (Instr. 3 and 4)   |  |           |  |
| Common<br>Stock   | 03/02/2009    |  |  | F <u>(1)</u>  | 3,246     | D     | \$<br>15.21   | 20,313   | D  |           |  |
| Common<br>Stock   |               |  |  |   |           |       |   | 1,189.0454   | Ι  | by 401(k) |  |

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)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transactic<br>Code<br>(Instr. 8) | 5.<br>orNumber<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) |                     | ate                | 7. Titl<br>Amou<br>Under<br>Securi<br>(Instr. | int of<br>lying                        | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Nu<br>Deriv<br>Secur<br>Bene<br>Owne<br>Follo<br>Repo<br>Trans<br>(Instr |
|---|---|---|---|--|---|---------------------|--------------------|---|--|---|---|
|   |   |   |   | Code V                                 | (A) (D)   | Date<br>Exercisable | Expiration<br>Date | Title   | Amount<br>or<br>Number<br>of<br>Shares |   |   |

# **Reporting Owners**

| Reporting Owner Name / Address                                      | Relationships |           |                        |       |  |  |  |  |
|---|---------------|-----------|------------------------|-------|--|--|--|--|
| r. e. e. e. e. e. e.  | Director      | 10% Owner | Officer                | Other |  |  |  |  |
| Pylipow David E<br>11840 VALLEY VIEW ROAD<br>EDEN PRAIRIE, MN 55344 |               |           | EVP Human<br>Resources |       |  |  |  |  |

## Signatures

By: Rachel V. Friedenberg, Attorney in Fact For: David E. Pylipow

\*\*Signature of 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) Withholding of shares of common stock under the Issuer's 2007 Stock Plan to satisfy tax withholding obligations in transaction exempt under Rule 16b-3.

03/03/2009

Date

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.