

SEACOAST BANKING CORP OF FLORIDA
 Form 4
 July 22, 2013

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL
 OMB Number: 3235-0287
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person *
 Frias Maria

2. Issuer Name and Ticker or Trading Symbol
 SEACOAST BANKING CORP OF FLORIDA [SBCF]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction
 (Month/Day/Year)
 06/28/2013

____ Director
 Officer (give title below)
 ____ 10% Owner
 ____ Other (specify below)
 EVP & Chief Risk Officer

SEACOAST BANKING CORPORATION OF FLORIDA, P. O. BOX 9012

(Street)

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

STUART, FL 34995

(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)
				(A) or (D) Code V Amount (D) Price			
Common Stock					11,196	D ⁽¹⁾	
Common Stock					6,127.592	D ⁽²⁾	
Common Stock					9,910	D ⁽³⁾	

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

SEC 1474 (9-02)

required to respond unless the form displays a currently valid OMB control number.

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 Security (Instr. 3 and 4)
Common Stock Right to Buy ⁽⁴⁾	\$ 2.2	06/28/2013		A	12,000	06/28/2014 ⁽⁵⁾ 06/27/2023	Common Stock
Common Stock Right to Buy ⁽⁶⁾	\$ 17.08					11/17/2008 11/16/2013	Common Stock
Common Stock Right to Buy ⁽⁶⁾	\$ 22.4					12/21/2009 12/20/2014	Common Stock
Stock-Settled Stock Appreciation Right ⁽⁶⁾	\$ 26.72					05/16/2011 05/15/2016	Common Stock
Stock-Settled Stock Appreciation Right ⁽⁶⁾	\$ 22.22					04/02/2012 04/01/2017	Common Stock

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Frias Maria SEACOAST BANKING CORPORATION OF FLORIDA P. O. BOX 9012 STUART, FL 34995			EVP & Chief Risk Officer	

Signatures

Sharon Mehl as Power of Attorney for Maria
Frias

07/22/2013

__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).
- (1) Held in Company's Employee Stock Purchase Plan as of June 28, 2013, including shares that were purchased since the last report.
- (2) Represents share equivalents held in Company's Retirement Savings Plan as of December 31, 2012
Represents unvested shares in performance based restricted stock award granted under Seacoast's 2008 Long-Term Incentive Plan on
- (3) August 23, 2011 ("Grant Date"). These shares will vest in their entirety on August 23, 2016, as long as Ms. Frias remains employed by the Company.
- (4) Granted pursuant to Seacoast Banking Corporation of Florida's 2013 Incentive Plan
- (5) Vests over 5 years at the rate of 20% on the first anniversary of the date of grant (06/28/2014) and then at the rate of 20% on each of the following four anniversaries thereafter, subject to continue employment.
- (6) Granted pursuant to Seacoast Banking Corporation of Florida's 2000 Long-Term Incentive Plan

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.